

December 1, 1964

#### 4 ADVERTISERS BUY INTO 9 PRIME-TIME NBC-TV SHOWS

Four advertisers have purchased sponsorship in nine NBC-TV prime-time programs, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The sponsors (and their agencies) are National Biscuit Co. (McCann-Erickson Inc.), American Home Products Corp. (Grey Advertising), Plymouth Division of the Chrysler Corporation (N. W. Ayer & Son Inc.), Humble Oil & Refining Co. (McCann-Erickson Inc.).

The National Biscuit Co. will advertise on the NBC News special "The Battle of the Bulge," Dec. 15 and "The Virginian" color series. American Home Products will advertise on "Mr. Novak," "The Virginian," "Daniel Boone," "International Showtime" and "Saturday Night at the Movies." Plymouth has bought into "NBC Sports in Action" (premiering Jan. 17), "The Virginian," "Saturday Night at the Movies" and "The Alfred Hitchcock Hour." Humble Oil will advertise on "Wednesday Night at the Movies," "The Virginian," "Saturday Night at the Movies" and "NBC Sports in Action."

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 1, 1964

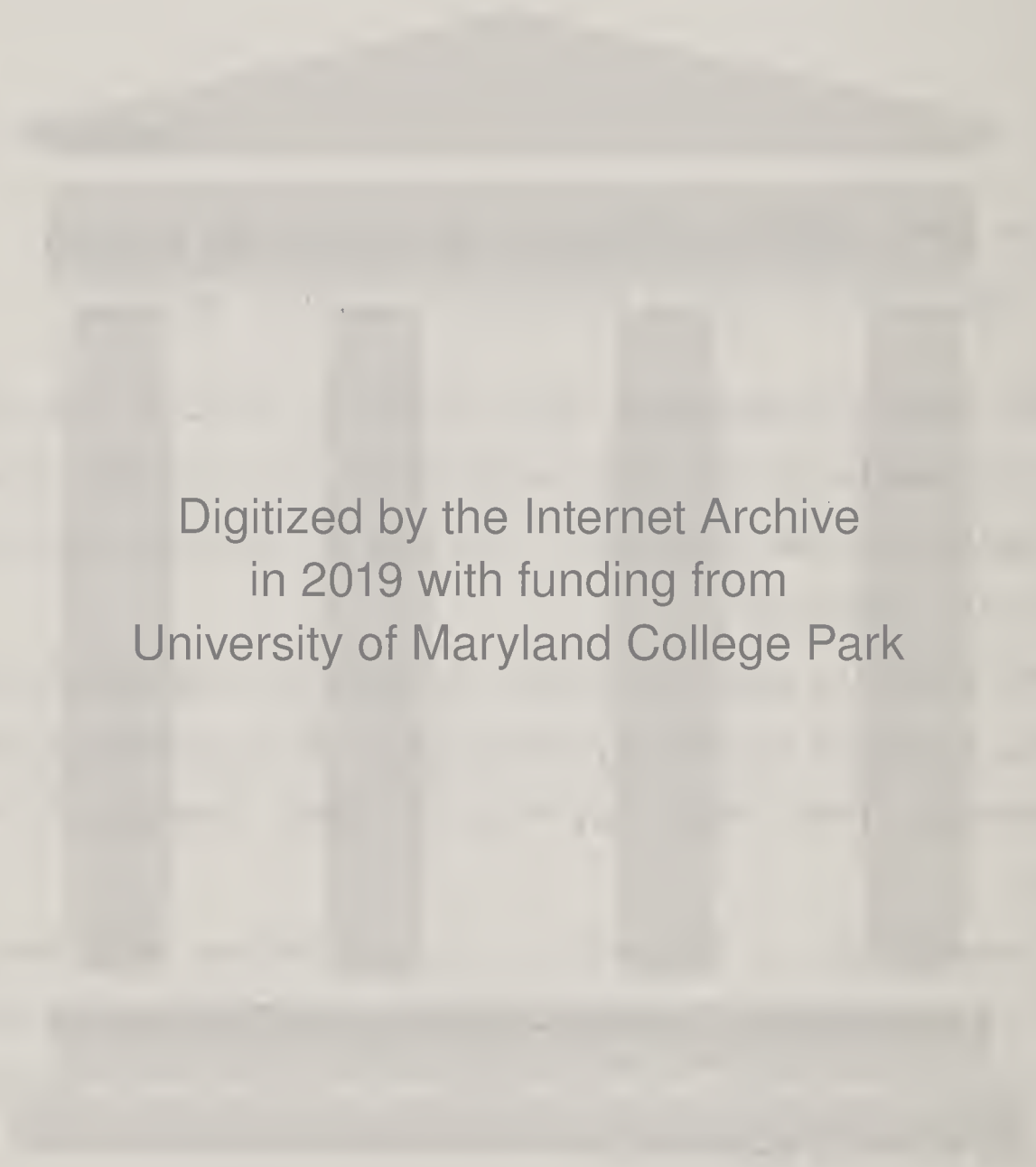
## NBC NEWS' NANCY DICKERSON TO BE HONORED BY WOMEN'S DIVISION OF ALBERT EINSTEIN COLLEGE OF MEDICINE

NBC News correspondent Nancy Dickerson will be honored for her news achievements by the Women's Division of the Albert Einstein College of Medicine, New York City. She was a unanimous choice of the awards selection committee.

The award is made "to women who made an outstanding contribution to arts, sciences and the professions." Past winners included Eleanor Roosevelt, Pearl Buck, Dr. Margaret Mead, Leontyne Price and Helen Hayes.

Presentation of the award to Mrs. Dickerson will take place at a Spirit of Achievement Luncheon, marking the 11th anniversary of the Albert Einstein College, at the Grand Ballroom of the Waldorf-Astoria in New York on April 13.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 1, 1964

## JULIAN GOODMAN TO JOIN PANEL DISCUSSION ON ELECTION COVERAGE

Julian Goodman, Vice President, NBC News, will take part in a panel discussion on news coverage of the 1964 election at the 55th anniversary convention of Sigma Delta Chi, professional journalistic society, Thursday, Dec. 3, at the Hotel Muehlebach in Kansas City, Mo.

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## ELIE ABEL TO COVER NATO COUNCIL SESSION IN PARIS

Elie Abel, NBC News Diplomatic Correspondent, will go to Paris to cover the meeting of the NATO Council Dec. 15, 16 and 17.

Abel will leave Washington, D. C., for Paris on Dec. 11. Secretary of State Dean Rusk, Secretary of Defense Robert S. McNamara and Secretary of the Treasury Douglas Dillon are among the high American officials expected to attend the NATO meeting.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 1, 1964

## NBC NEWS CORRESPONDENT GEORGE CLAY BURIED IN JUNGLE CEMETERY NEAR STANLEYVILLE

NBC News correspondent George Clay, who was killed last week while marching with Congolese government troops toward Stanleyville, was buried Sunday (Nov. 29) in a simple military ceremony in a small neglected cemetery near Stanleyville that is rapidly reverting to its original jungle growth.

Clay's body, and that of a South African mercenary who also had been killed in the ambush, was left in an abandoned truck by the advancing column. A helicopter finally was sent Nov. 29, with two airplanes for cover against rebel sniper fire, to retrieve the bodies.

Because a coffin was unavailable, Clay's body was wrapped in a sheet that had his name written on it with a ballpoint pen. Attending the burial ceremonies were a Belgian priest, Major Michael Hoare, who commands the mercenary troops, and a platoon of Congolese paracommandos.

Clay was performing his journalistic duties as usual, this time recording sound of the battle, when he was killed. But according to a friend, British Broadcasting Corporation reporter Peter Flynn, Clay had become disheartened by the Congolese war.

On the NBC Radio "Monitor" program Nov. 29, Flynn related a conversation he had with Clay earlier this year: "'...I've come to the end now,' Clay said. 'For a long time I could keep going because of the marvelous television it was producing. But a little while ago, on a

(more)



lovely calm night, by Lake Kivu, it was so peaceful, and I suddenly felt sick to the heart by the whole thing, by the blood and the stupidity, and by me, making a living by putting it down on tape and film to divert the wife of the Kansas City milkman for a few minutes'."

It was, said Flynn on the program, "a moment of wretchedness that all foreign correspondents go through occasionally. We know we have reported the news thoroughly, but we despair of making people feel and understand the story beneath, of which the news is only the visible part of the iceberg. Yet with all this delicate insight, George was also a lusty buccaneer. A gleam would come into his eyes at the prospect of bashing off into the bush. He was never foolhardy, but always determined to see the story for himself. He was a good reporter."

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NBC-New York, 12/1/64





NBC COLOR TELEVISION NEWS



December 1, 1964

CREDITS FOR 'RUDOLPH THE RED-NOSED REINDEER'  
COLOR SPECIAL ON NBC-TV NETWORK

Program: "G-E Fantasy Hour" presentation of "Rudolph the Red-Nosed Reindeer"

Time: NBC-TV color special Sunday, Dec. 6 (5:30 to 6:30 p.m. EST).

Format: A fully animated color-filmed musical Christmas fantasy enacted by puppets "brought alive" by "Animagic" (dimensional animation).

Stars: Burl Ives as Sam the Snowman.

Cast: Larry Mann as Yukon Cornelius, Billie Richards as Rudolph, and Alfie Scopp, Stan Francis, Paul Soles, Janet Orenstein, Paul Kligman, Corinne Connely and Peg Dixon.

Producer: Arthur Rankin Jr.

Director: Larry Roemer

Co-Producer: Jules Bass

Music and Lyrics: Johnny Marks

Written by Romeo Mueller from a story by Robert L. May and the song by Johnny Marks.

Orchestrations: Maury Laws

(more)



2 - Credits for 'Rudolph the Red-Nosed Reindeer'

Featured songs: "Rudolph the Red-Nosed Reindeer" (sung by Burl Ives as the Snowman) and seven new Christmas songs composed by Johnny Marks: "Holly Jolly Christmas" (Ives and chorus), "Silver and Gold" (Ives), "We Are Santa's Elves" (chorus), "We're a Couple of Misfits" (by Soles as Hermy and Richards as Rudolph), "Jingle Jingle Jingle" (by Francis as Santa Claus), "There's Always Tomorrow" (by Miss Orenstein as Rudolph's girl-friend, Clarice), and "The Most Wonderful Day of the Year" (chorus).

Produced by Videocraft International.

Sponsor  
(and agency): Housewares Division, General Electric Company  
(Maxon Inc.)

Preempts: "G-E College Bowl" (5:30-6 p.m. EST) and "Meet the Press" (6-6:30 p.m. EST) color programs.

NBC Press  
Representative: Al Cammann (New York).

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NBC-New York, 12/1/64



# NBC SPORTS

A DEPARTMENT OF NBC NEWS

December 1, 1964

CREDITS FOR 'NBC SPORTS IN ACTION' ON NBC-TV
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Host-Commentator:	Jim Simpson
Format:	Full-hour weekly series running the gamut of activity in the sports world, with emphasis on the individual athletes in the drama of competition. Programs, a majority in color, will focus on championship contests and, at intervals, present character studies of outstanding sports figures.
Time:	Sunday, 4-5 p.m. EST, beginning Jan. 17, 1965.
Producer:	Stuart Schulberg
Field producer:	Barney Nagler
Associate producer:	Richard Auerbach
Writer-reporter:	John Travieso
Research associate:	Richard Barnett
Production assistant:	Barbara Ann Wendler
Film director:	Ray Marsh
Unit managers:	Carl Robinson Douglas P. Sinsel Jim Schaeffer
NBC Press representatives:	Bob Curran and Bert Burns, New York.

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December 2, 1964

NBC RADIO NETWORK SIX-YEAR PEAK IN  
FOURTH-QUARTER SALES ANNOUNCED  
BY WILLIAM K. McDANIEL

"A six-year peak in fourth-quarter sales has been reached by the NBC Radio Network," William K. McDaniel, Executive Vice President in charge of the NBC Radio Network, announced today. "Business already on the books for the fourth quarter of 1964 is 24 per cent higher than that recorded for the entire fourth quarter of 1963."

"And the forthcoming year looks like a record-breaker. Sales for the first quarter of 1965 are 16 per cent higher than last year at this time," Mr. McDaniel reported.

"Of particular interest," he said, "is the sales success of our weekend service, 'Monitor.' Increasingly, advertisers are looking upon 'Monitor' as a year-'round advertising vehicle. Every 'Monitor' quarter in 1964 exceeds sales in the corresponding quarter of 1963," he continued. "'Monitor' sales to date are 22 per cent higher than sales for all of 1963, and 'Monitor's' yearly total will be the highest sales in its 10-year history."

A total of \$5,400,000 in new and renewal business was signed by the network between Oct. 2 and Nov. 25.

The new business clients (and their agencies) are: Schick (Compton Advertising); Whitman Candy (Gardner Advertising); Pennsylvania Grade Crude Oil (Meldrum & Fewsmith); General Mills Inc. (Dancer-Fitzgerald-Sample); Shulton (Wesley Associates); Chrysler Corp.

(more)



(Young & Rubicam); Retail Clerks International Assn. (Robert M. Gamble Jr.); Bordon Co. - Aunt Jane's Pickles (Zimmer, Keller, Calvert); Rexall Drug (BBDO); Florist's Telegraph Delivery Assn. (Campbell-Ewald).

The renewal business clients and their agencies are:  
Christian Reformed Church (Griswold-Eshleman); Wm. Wrigley, Jr. (Arthur Meyerhoff); Mennen (Warwick & Legler); Sun Oil Company (William Esty Company); American Motors (Geyer Morey Ballard); and Standard Brands (J. Walter Thompson).

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NBC-New York, 12/2/64



## NBC TRADE NEWS

December 2, 1964

### NBC NEWS APPOINTS ARTHUR H. WAKELEE MANAGER, OWNED STATION NEWS

Arthur H. Wakelee has been appointed Manager, Owned Station News, it was announced today by Julian Goodman, Vice President, NBC News. He will report to Rex R. Goad, Director of News.

For the past nine months, Mr. Wakelee has been Manager of News, West Coast, on a temporary basis. Before that, he was Weekend Manager, News, in NBC News' headquarters in New York.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 2, 1964

NBC NEWS ASSIGNMENTS ANNOUNCED FOR TV COVERAGE  
OF PRESIDENT JOHNSON'S INAUGURATION JAN. 20;  
HUNTLEY AND BRINKLEY WILL BE ANCHOR MEN

Chet Huntley and David Brinkley will be the anchor men when NBC News telecasts the Inauguration of President Lyndon B. Johnson from Washington on Wednesday, Jan. 20, it was announced today by Chet Hagan, producer of the Inauguration coverage.

NBC News' famous team of correspondents will be stationed at the Capitol during the swearing in ceremonies and at Lafayette Park during the Presidential review of the Inaugural parade.

It was also announced that the entire Presidential review of the parade will be telecast in color by NBC News, covering a period of between two-and-a-half and three hours. Since the review will take place after the President takes the oath of office, this will probably be in mid-afternoon.

Other NBC News correspondents and their positions at the Inauguration follow: Frank McGee, at Lafayette Park; John Chancellor, at the White House; Edwin Newman, at the Treasury Building, on the parade route; Ray Scherer, at the Capitol; and Nancy Dickerson and Robert Goralski, roving, special assignments.

Sponsor for this NBC News TV coverage, as announced, is Eastern Air Lines Inc. The agency is Young & Rubicam Inc.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 2, 1964

## HOW NBC NEWS OFFERED COMPREHENSIVE TV COVERAGE OF BAKER HEARINGS OF THE SENATE RULES COMMITTEE

NBC was the only television network to present complete live coverage of Robert G. Baker's appearance before the Senate Rules Committee this morning (Dec. 2) and was the only network on the air with comprehensive live television coverage of committee's session yesterday (Dec. 1).

This morning's television coverage originated inside the hearing room while Baker's defense counsel, Edward Bennett Williams, requested TV coverage be ended before Baker testified. When the committee granted the request, NBC-TV cameras focused on the door to the Caucus Room while audio coverage of the hearings continued.

During Baker's previous appearance before the committee on Feb. 25, NBC-TV cameras also focused on the Caucus Room door when TV cameras were banned from the room.

Today's coverage began at 11:24 a.m. and continued until 12:30 p.m., at which time the hearing was adjourned until 2 p.m. (all times EST). NBC News correspondent Ray Scherer reported from the scene.

NBC News' live coverage on Dec. 1 ran almost four hours, starting at 2:37 p.m., when the hearings opened in the Senate Caucus Room, and continued until 6:28 p.m.

(more.)



2 - Baker Hearings

The hearing yesterday was a resumption of an investigation begun more than a year ago into the business affairs of Mr. Baker, former secretary of the Senate's Democratic majority. Don B. Reynolds, the Maryland insurance man, was the only witness at the opening session, which was marked by partisan dispute among committee members.

NBC News will schedule further TV coverage of the hearings as developments warrant.

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NBC-New York, 12/2/64





December 3, 1964

ROSTER IN TV-Q REPORT SHOWS MANUFACTURERS OF ADULT  
AS WELL AS CHILDREN'S PRODUCTS ARE AMONG LICENSEES  
FOR "FESS PARKER AS DANIEL BOONE" MERCHANDISE

NBC-TV's "Daniel Boone" show has added manufacturers of other than children's goods to the roster of Boone licensees largely on the results of recent TV-Q reports, it was announced today by Norman Lunenfeld, Manager, Merchandising, Domestic Enterprises, a division of NBC Enterprises.

TV-Q, an independent research organization, reports the "Daniel Boone" show is very popular with not only the 6-11 age bracket but also with the 12-17 and 18-34 age groups, and the 18-34 group contains many of the young married consumers who are responsible for much of the nation's buying, Mr. Lunenfeld said. TV-Q measures popularity of TV programs.

Thus, one licensee, Harold Ridenour of Santa Barbara, Calif., who specializes in selling end labels to bakers on a cross-country basis, is able to use the "Fess Parker as Daniel Boone" image to appeal to adults. Baking is a regional business because of the necessity of local servicing, but the bakery end labels will reach all localities, according to Mr. Lunenfeld. A total of 25,000,000 labels is in the process of being printed.

There has been an over-all show of enthusiasm from manufacturers in many fields for licenses tied in with Fess Parker as

(more)



Daniel Boone. The products range from canteens and games to iron-on labels and pup tents.

NBC Merchandising has already signed 50 licensees to produce "Fess Parker as Daniel Boone" merchandise. An additional 50 or more will be brought in by M. Lowenstein and Sons Inc., a firm which supplies piece goods to the boys' wear trade. Lowenstein is exclusively licensed to make a number of "Fess Parker as Daniel Boone" fabrics and will, in turn, make agreements, on a non-exclusive basis, with makers of boys' pajamas, shirts, underwear, and other articles. The merchandise is expected to be on retail counters by February, according to Mr. Lunenfeld.

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NBC-New York, 12/3/64



CORRECTION, PLEASE

In the NBC Daily News Report story of Dec. 1 titled "4 Advertisers Buy Into 9 Prime-Time NBC-TV Shows," the correct advertiser on the NBC News actuality special "The Battle of the Bulge" Dec. 15 should read American Home Products, and not The National Biscuit Co.

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NBC-New York, 12/3/64





NBC COLOR TELEVISION NEWS



BRIAN EPSTEIN, BRITISH POP MUSIC IMPRESARIO WHO DISCOVERED THE BEATLES, TO HAVE WEEKLY SEGMENT ON NBC-TV'S NEW "HULLABALOO" VARIETY HOUR

British popular music impresario Brian Epstein, discoverer of the Beatles and numerous other top-selling vocal groups, will present a weekly segment of NBC-TV's new one-hour variety show "Hullabaloo," when it makes its debut on the network in January.

Epstein, for the first time, will appear before the cameras introducing various English popular singers, whose performances will be taped in London for inclusion in "Hullabaloo." Among the solo artists and groups who will appear under Epstein's aegis are Marianne Faithful, Jerry and the Pacemakers, Bennett and the Rebel Rousers, and Freddie and the Dreamers. The youthful artists' manager, considered one of the most important figures on the British entertainment scene today, is credited with being responsible for "the English sound," one of the major trends in popular music.

"Hullabaloo," created and packaged by General Artists Corporation, will encompass all facets of the entertainment world of interest to young people, with the accent on young performers. There will be a guest host each week. The program, other than the three-minute and four-minute segments introduced by Epstein, will originate in New York at NBC-TV's Peacock Studio in color.

To be produced by Gary Smith, "Hullabaloo" will be written by Frank Peppiatt and John Aylesworth.

-----o----- NBC-New York, 12/3/64





NBC COLOR TELEVISION NEWS



December 3, 1964

MIRTH AND MUSIC COME TO FORE WHEN JONATHAN WINTERS WELCOMES  
EILEEN FARRELL, PETER NERO, LOUIS NYE TO DEC. 14 COLORCAST

Jonathan Winters will extend a warm welcome to Metropolitan Opera star Eileen Farrell, pianist Peter Nero and comedian Louis Nye who will guest on his one-a-month comedy special, "The Jonathan Winters Show," to be colorcast on NBC-TV Monday, Dec. 14 (9-10 p.m. EST).

For the second of the six full-hour specials of the season, Winters will again portray a "Man Under Pressure" -- this time as a company president forced to appear before a board of irate stockholders questioning his past management of the firm. He also will be challenged by "The Many Things You Can Do With--" category in which he will be handed an ordinary prop and asked to demonstrate various uses of it. Winters' hep and irascible Grandma Maude Frickert character will appear to peddle Christmas cards which were painted by her.

Miss Farrell will display her vocal artistry with "Blues in the Night" and "Deck the Halls." A new singing team will make its TV debut when the soprano star and Winters combine for a duet of "Ebbtide."

Nero and his trio will do a jazz arrangement of "Get Me to the Church on Time" from "My Fair Lady." The 29-year-old pianist also will employ his distinctive style in his solo of "Over the Rainbow" with full orchestra accompaniment.

(more)



Nye will portray a prosecuting attorney at a murder trial interrogating six witnesses -- all played by Winters, including some of his more familiar voices and characterizations, such as Elwood P. Suggins. In another routine, Nye will depict a Madison Avenue-oriented Santa Claus.

"The Jonathan Winters Show" will be produced by Perry Cross and directed by Gordon Rigsby. George Spota is executive producer for Wintergood Productions.

----- NBC-TV PROGRAM HIGHLIGHT DEC. 14 -----

THE JONATHAN WINTERS SHOW: Metropolitan Opera soprano Eileen Farrell, pianist Peter Nero and comedian Louis Nye are guests in the second Winters special of the season. (Color.)

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NBC-New York, 12/3/64



# NBC TELEVISION NETWORK NEWS

December 3, 1964

## ILLNESS FORCES DEAN JAGGER TO QUIT ROLE IN NBC-TV'S 'MR. NOVAK' SERIES

Veteran actor Dean Jagger has been forced by illness to quit his starring role as high school principal Albert Vane in the Tuesday night NBC-TV series, "Mr. Novak."

Recurrence of an ulcer condition that first flared up last season compelled Jagger, on advice of his physicians, to leave the series, in which he co-stars with James Franciscus, who plays the title role. Jagger has been ordered to take a complete rest.

The actor's departure will not be apparent to viewers for some five or six weeks due to advance filming at MGM Studios where the series is produced. Efforts will begin immediately, a studio spokesman said, to find a replacement.

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DAN BLOCKER (HOSS CARTWRIGHT OF "BONANZA") WILL ATTEND  
PRESIDENT JOHNSON'S DINNER FOR BRITISH PRIME MINISTER

Dan Blocker (Hoss Cartwright of NBC-TV's  
"Bonanza" color series) will have dinner with a  
President and a Prime Minister Monday night (Dec. 7)--  
and it won't be in front of a camera on a Hollywood  
sound stage either.

Blocker said, "The proudest moment in my life  
came when I opened that telegram and saw that it was an  
invitation from President Lyndon B. Johnson asking me to  
join him at a White House dinner in honor of England's  
visiting Prime Minister Harold Wilson."

Blocker and his wife Dolphia will leave Los  
Angeles Saturday for the state dinner Monday.

The 290-pound actor is a native-born Texan and  
was an active campaigner in the recent elections.

NBC-New York, 12/3/64



# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 3, 1964

## ROBERT NORTHSHIELD TO VISIT AFRICA FOR STUDY OF NBC NEWS COVERAGE

Robert Northshield, General Manager of NBC News, will spend two weeks in Africa studying the continent's news-making areas with a view to future coverage. He will leave for Africa Dec. 5 and visit the Congo, Kenya and the Union of South Africa.

Mr. Northshield's trip will include a visit to the grave of NBC News correspondent George Clay, who was killed Nov. 24 when he was shot down in ambush near Stanleyville in the Congo.

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JOHNNY CARSON TO BE GUEST SPEAKER AT AWARDS BANQUET  
OF NATIONAL FOOTBALL FOUNDATION AND HALL OF FAME

Johnny Carson, of NBC-TV's late-night comedy and music program, "The Tonight Show Starring Johnny Carson" (Monday through Friday, 11:15 p.m. to 1 a.m. EST, in color), will be the guest speaker Tuesday, Dec. 8 at the National Football Foundation and Hall of Fame 7th annual awards banquet at the Waldorf-Astoria Hotel in New York.

Carson is a staunch grid fan (and a devoted follower of professional football), and attends all New York home games.

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BIG YEAR FOR LORNE GREENE

This is a big year for Lorne Greene. First, the Nielsen reports show his NBC-TV color series "Bonanza" still riding the Number One spot. Now RCA Victor has advised him his record "Ringo" has sold more than 500,000 copies.

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NBC-New York, 12/3/64





NBC-TV REPORTS DAYTIME SALES EXCEEDING  
\$4,500,000 FOR SECOND CONSECUTIVE WEEK

For the second consecutive week, Daytime sales totaling more than \$4,500,000 have been recorded by NBC-TV, it was announced today by James G. Hergen, Director of Daytime Sales, NBC Television Network.

"During the week ending Nov. 27 -- as in the previous week -- our Daytime sales exceeded the \$4,500,000 mark," Mr. Hergen said. "This continuing sales volume illustrates the advertisers' confidence in the strength and flexibility of the NBC-TV Daytime schedule."

Eleven advertisers purchased sponsorship in 12 Monday-through-Friday programs and in five Saturday morning shows. The programs are "You Don't Say!" "What's This Song?" "Jeopardy," "Concentration," "Truth or Consequences," "NBC Morning Report--10:55 A.M. News," "Let's Make a Deal," "Moment of Truth," "Say When," "The Match Game," "The Doctors," "Make Room for Daddy," "Underdog," "Hector Heathcote," "Fury," "Fireball XL-5" and "Dennis the Menace."

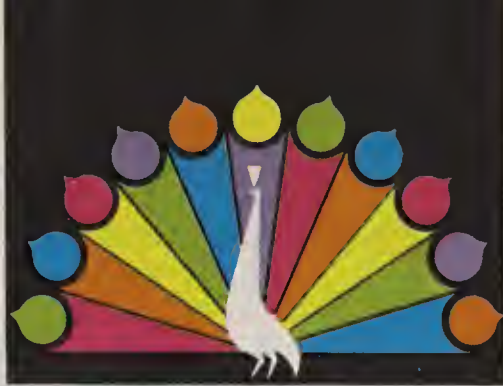
The advertisers and their agencies are Kimberly-Clark Corp. (Foote, Cone & Belding), Shulton Inc. (Wesley Associates Inc.), S. C. Johnson & Sons Co. (Needham, Louis & Brorby), The Dow Chemical Co. (MacManus, John & Adams Inc.), Bristol-Myers Co. (Doherty, Clifford, Steers & Shenfield Inc.), Abbott Laboratories (Tatham-Laird Inc.), Lehn & Fink Products Corp. (Geyer, Morey, Ballard Inc.), National Biscuit Co. (McCann-Erickson Inc.), Foster-Milburn Co. (Street & Finney Inc.), The Nestle Company Inc. (Leo Burnett Co. Inc.), and Mars Incorporated (Needham, Louis & Brorby).

NBC-New York, 12/4/64





NBC COLOR TELEVISION NEWS



December 4, 1964

'WALK BESIDE ME'

Full-Hour Color Program Filmed in Footsteps of Apostle Paul's  
Missionary Journeys Will Be Repeated

"Walk Beside Me," the full-hour color program filmed in the footsteps of the missionary journeys of the Apostle Paul, will be repeated on the NBC-TV Network Saturday, Dec. 26 (2:30-3:30 p.m. EST).

The program, first telecast May 31, 1964, was made on location in Jordan, Israel, Turkey, Greece and Italy by the Southern Baptist Convention in cooperation with the Television Religious Program unit of NBC News.

Enthusiastic audience response to the first showing has prompted the repeat performance, according to Doris Ann, manager of NBC Television religious programs and executive producer of "Walk Beside Me." Warmly appreciative letters have come from educators and Bible scholars, ministers and priests, as well as from a cross-section of television viewers.

Paul is portrayed in the program as a man of boundless vision and ceaseless action. "No figure in the drama of Christianity has played a greater role than Paul," says the narrator. "He brought the word of God to thousands -- in synagogues, in shops, along the crowded streets, in airless prisons or before throngs gathered in a theatre open to the sun. Wherever he found people, Paul would preach.

(more)



His voice is among the noblest that the world has heard. After 2,000 years, his words still come to us with undiminished strength and shake us to the heart."

Off-camera voices speak the words of Jesus, Paul, Luke, Barnabas and others as recorded in the Bible. Alexander Scourby is the narrator and Donald Davis is the voice of Paul.

Martin Hoade was the producer-director. Dr. Paul M. Stevens, director of the Southern Baptist Convention's Radio and Television Commission, and Truett Myers, its television consultant, were coordinators of the production for that organization.

Philip Scharper wrote the script, and Ralph Burns composed and conducted the original orchestral score.

----- NBC-TV PROGRAM HIGHLIGHT DEC. 26 -----

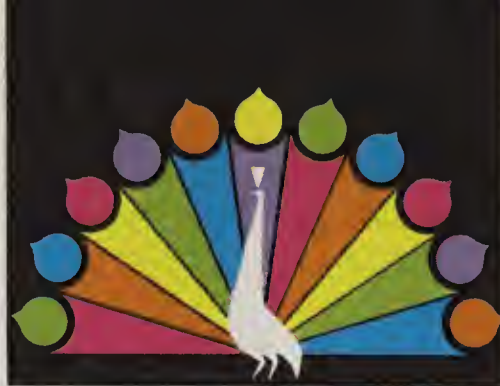
"WALK BESIDE ME" -- The story of the Apostle Paul, filmed in the footsteps of his missionary journeys in the Near East, Greece and Italy. Alexander Scourby is narrator. (Color. Repeat.)

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NBC-New York, 12/4/64



NBC COLOR TELEVISION NEWS



December 4, 1964

CHUCK CONNORS, STAR OF UPCOMING 'BRANDED' SERIES,  
TO AID COMMENTATORS AT PARADE OF ROSES COLORCAST

Chuck Connors, star of "Branded," forthcoming Western series on NBC-TV, will join commentators Lorne Greene and Betty White in describing Pasadena's 76th annual Tournament of Roses Parade, which the network will colorcast live on Friday, Jan. 1 (11:30 a.m. to 1:45 p.m. EST).

Connors is the fourth NBC-TV star who will appear as an assistant commentator. The others, as previously announced, are Fess Parker and Pat Blair of the "Daniel Boone" series and Debbie Watson of "Karen."

"Branded," a series about a West Point officer who, wrongfully drummed out of the Army, tries to clear his name, will premiere on Sunday, Jan. 24 (8:30 p.m. EST).

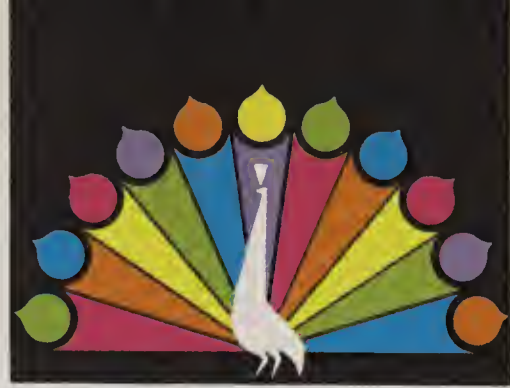
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NBC COLOR TELEVISION NEWS



December 4, 1964

TRUTH: ROCHESTER, MINN., MAN WINS VIEWERS' "T OR C" CONTEST

CONSEQUENCES: HE WINS PRIZES AND WILL ATTEND ROSE PARADE

When Dawn Baker was named Queen of the 76th annual Tournament of Roses this week, her smile spread all the way from Pasadena, Calif., to Rochester, Minn., where it lit up the face of Earl L. Kidd, a semi-retired real estate broker.

Kidd had just won a contest held by NBC-TV's "Truth or Consequences" (Mondays through Fridays, 12:30 p.m. EST in color) giving viewers an opportunity to submit postcards containing their name and address. When only seven girls remained in the running for Rose Queen, they appeared on "Truth or Consequences" and each drew a card from the more than 300,000 received.

On Dec. 2 the girls returned to the program and Queen Dawn and her court made their first national television appearance. Dawn revealed the name on her card -- Earl L. Kidd.

Kidd's prizes include a \$3,000 gift certificate, a new automobile, a round-trip ticket for two to Los Angeles plus a week's stay there, and two tickets to the Rose Parade and the Rose Bowl Game, both of which will be colorcast live by NBC-TV Friday, Jan. 1.

Kidd will appear on the parade colorcast during the first 15 minutes when he is introduced by "T or C" emcee Bob Barker. The parade telecast begins at 11:30 a.m. EST.

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NBC COLOR TELEVISION NEWS



December 4, 1964

NEW RECORDING OF "AM AHL AND THE NIGHT VISITORS,"  
MENOTTI'S NBC-COMMISSIONED OPERA, IS RELEASED

A new recording of "Amahl and the Night Visitors," Christmas opera by Gian Carlo Menotti which was commissioned by the National Broadcasting Company, has been released by RCA Victor Records. The recording sessions took place last season after the taping of the all-new production of the opera, which will be seen in color on NBC-TV Sunday, Dec. 20 (3-4 p.m. EST).

The cast of the recording, the same as the TV production, includes Kurt Yaghjian as Amahl, Martha King as the mother, and John McCollum, Willis Patterson and Richard Cross as the Three Kings. Herbert Grossman is the conductor of both the telecast and the recording.

The recording was made during the absence from this country of the composer-librettist. On his return he listened to the tapes, and was highly enthusiastic about the new performance. A recording of the original cast was issued by RCA Victor in 1951.

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NATIONAL BROADCASTING COMPANY, INC.

THIRTY ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

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ROBERT W. SARNOFF CALLS FOR AN END TO ALL LAWS THAT RESTRICT  
TV IN COVERING POLITICAL CAMPAIGNS, CONTROVERSIAL ISSUES  
- - -  
NBC Board Chairman Also Opposes Bar on Medium  
In Legislative and Judicial Proceedings

FOR RELEASE 1:30 P.M. EST MONDAY, DEC. 7

DETROIT, MICH., Dec. 7 -- Robert W. Sarnoff, Board Chairman of the National Broadcasting Company, called today for an end to all laws and rules that restrict television journalism in coverage of political campaigns, controversial issues and bar the medium from legislative and judicial proceedings.

"Television is now a basic part of the American press," Mr. Sarnoff said in an address before The Economic Club of Detroit. "With its reach, immediacy and directness, it has unique capabilities for informing the public and engaging them in the affairs of their society. Yet it is in television's most essential area of information service that its capacities are seriously restrained -- in political coverage, in dealing with controversy, in reporting on the public business."

"Restrictions on any part of the press threaten the principle underlying the vitality of all parts of the press," he added. "The public's stake in that principle should be supported and protected by all news media, not only to safeguard their own rights to freedom of speech and the press, but more importantly to protect the public's right to learn and to know."

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Pointing out that the result of limitations imposed on television's journalistic function "has been to bypass the historic right of the public to free and full access to information on all matters that affect it," the NBC Chairman made these specific proposals:

1. Establishment of a public policy declaring that the institutions of government should be fully open to television coverage, limited only by defined requirements of security and due process.

2. As part of this policy, abandonment of "discriminatory rules" barring television from access to legislative proceedings; and formulation of "affirmative standards" to enable television coverage of trials and to guide law enforcement officials and counsel in divulging information about pre-trial proceedings.

3. Repeal by Congress of the "equal-time" provision of the Communications Act.

4. Action by Congress to make clear that the Federal Communications Commission is not mandated to review the journalistic judgment of broadcasters in covering controversial issues.

Mr. Sarnoff emphasized that his proposals were not designed for the benefit of television, but "to protect the public's right to unfettered dissemination of views and information."

"The public in turn," he said, "has a responsibility to take an active role to protect its own interest in television's freedom to perform its journalistic function."

Mr. Sarnoff noted that "the public's stake in freedom of the press applies with particular forcefulness to television journalism." To illustrate its special capabilities, he cited its "massive influence,"

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with survey results showing that more than half the nation gets most of its news from television; its "immediacy" in reporting the swiftly-moving events of the Cuban nuclear confrontation; its ability to give the public "direct participation in the life of the nation" through live, on-the-spot coverage of great national events; and its "power to unite the public in spirit and in purpose" as demonstrated by the four-day coverage of the developments following President Kennedy's assassination.

He pointed out that one argument generally offered to justify restrictions on television's news function is based on the theory that so influential a medium must be regulated to assure its responsibility. This, he said, fails to recognize that "danger does not lie in a free news medium but in a regulated one" and that "television's power as a communicator is a public asset to be developed, not a public danger to be restrained by laws and regulations."

The second argument, resting on the precept that the "airwaves belong to the people," does not justify treating the government's licensing authority as "a license to the government to control or influence the function of a free press," he declared. "The assumption that in the field of journalism, the government can better judge what is in the public interest than the press or the public itself" is "directly contrary to the Constitutional guarantee that 'Congress shall make no law...abridging the freedom of the press'."

The effect of the "equal-time" restriction, he said, has been to reduce presentation of candidates and discussion of campaign issues, and to place the Federal Communications Commission "in the unhappy

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position" of interpreting a statutory control over campaign coverage -- a control "inconsistent with the aims of democracy."

On the FCC's policy of reviewing fairness in broadcast coverage of controversial issues, Mr. Sarnoff stated:

"No one can argue against the desirability of fairness in covering controversial public issues; but one can properly argue against the advisability of having the members of a government agency and its staff review the judgments of professional newsmen, editors and news executives on what is fair news coverage. The danger here lies in having an arm of the government that holds the licensing power in a position to second-guess the broadcaster's journalistic judgment in reporting on events and issues that at times involve the government itself."

In urging that the doors to public proceedings be opened to television, Mr. Sarnoff said that "in this field, official attitudes and public policy have not kept pace with television's emergence as a major communications force."

"In considering television and other media, the goal should always be to expand to the maximum the information that can properly be made public, not reduce it to the minimum," he stated.

Turning to coverage of court proceedings, Mr. Sarnoff acknowledged that in the reporting of arrest, pre-trial and trial proceedings, conflict may arise between the public's right to know and the right of the accused to a fair trial. He noted that the Warren Commission report had expressed the concern that unrestrained coverage of pre-trial activities can impede the judicial process.

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"In terms both of principle and practicality," he observed, "the solution to such a problem does not lie in placing restraints on newsmen in reporting available information, but in establishing standards to guide officers of the court -- law enforcement officials and counsel -- in divulging information that does not prejudice judicial process. Similarly, affirmative standards can be established to enable television coverage of trials, with such safeguards as may be necessary to protect the rights of the accused.

"In considering these standards and safeguards it should always be remembered that the absence of full public information about such proceedings can itself lead to infringement of an individual's rights."

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NBC, 12/4/64



FOR RELEASE 1:30 P.M. EST, MONDAY, DEC. 7

Following are excerpts from  
TELEVISION JOURNALISM: THE SHACKLED GIANT,  
an address by Robert W. Sarnoff,  
Chairman of the Board of NBC,  
delivered before The Economic Club of Detroit,  
Detroit, Michigan, December 7, 1964

- - -

Television is now a basic part of the American press. With its reach, immediacy and directness it has unique capabilities for informing the public and engaging them in the affairs of their society. As a consequence, it, too, has taken on the classic responsibility of the press to serve as the public's watchdog in relation to the activities of politics and government.

\* \* \*

The principle of a free press was established as the cornerstone of our democratic society by a generation of men who still bore the scars of a tyrant's lash. Its purpose was to protect the public's right to unfettered dissemination of views and information so the public itself could forever determine the direction of that society.

\* \* \*

The public's stake in freedom of the press applies with particular forcefulness to television journalism. Yet it is in television's most essential area of information service that its capacities are seriously restricted -- in political coverage, in dealing with controversy, in reporting on public business. Paradoxically, these shackles -- which do not apply to any other medium -- have been forged by government itself in the name of the public interest.

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One (argument offered to justify restrictions on television journalism) is based on fear of television's power and unique capabilities. A medium so influential, it is argued, should be regulated to assure its responsibility. This is precisely the theory used to argue for repression of the printed press when its force was first felt. We have come to recognize, however, that danger does not lie in a free news medium, but in a regulated one. A regulated press is vulnerable to official pressures, to timidity, to accommodation. A free medium of journalism is independent of these forces which can threaten its integrity.

\* \* \*

In an open society, the greater the freedom of the press, the less the danger. And in such a society, television's power as a communicator is a public asset to be developed, not a public danger to be restrained by laws and regulation.

\* \* \*

The other argument for restriction rests on the circumstance that television uses a public resource, the frequency spectrum. Restrictions on television's news function cannot be justified by invoking the precept that "the airwaves belong to the people." On the contrary, that precept demands that the people's resource be used in their service to provide a free flow of information and ideas unfettered by government restraint.

\* \* \*

The government's licensing authority over television, designed to promote efficient use of broadcast frequencies in the public interest, is not a license to the government to control or influence the function of a free press.

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The effect (of the "equal-time" restriction) has been to restrain broadcasters from presenting serious and major candidates who command the public interest, by requiring the same amount of air time to be devoted to candidates of splinter and frivolous parties in whom the public has little or no interest; and the by-product of this mechanistic rule has been less, rather than more, exposure of candidates and discussion of issues.

\* \* \*

Despite broadcasting's acknowledged record of responsibility and fairness in covering the 1960 campaign, Congress this year declined to suspend the equal-time provision. As a consequence, a significant measure of control over journalistic presentation of the campaign was removed from the hands of the broadcast journalist; and a seven-member government agency, the FCC, was placed in the unhappy position of having to interpret and apply a statutory control over campaign coverage.

\* \* \*

The most drastic...effect of the equal-time restriction was to inhibit the appearance of major candidates in many special programs that had been designed to give wide exposure to the principal contenders for office, their backgrounds and their views. We may speculate on the extent to which this restriction of television's capacity to present the candidates speaking directly to the public contributed to a widely noted characteristic of the 1964 campaign -- its failure to develop a clear focus on the issues.

\* \* \*

No one can argue against the desirability of fairness in reporting controversial public issues; but one can properly argue against the advisability of having the members of a government agency

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and its staff review the judgments of professional newsmen, editors and news executives on what is fair news coverage.

\* \* \*

Even though the Federal Communications Commission has sought to encourage journalistic enterprise and the coverage of controversy by broadcasters, its undertaking to review their performance in this field weakens the very effort it seeks to encourage. The danger here lies in having an arm of the government that holds the licensing power in a position to second-guess the broadcaster's journalistic judgment in reporting on events and issues that at times involve the government itself.

\* \* \*

Originally it was contended, not without reason, that bulky broadcasting and lighting equipment would be an awkward intrusion upon serious proceedings. Technology can solve that problem. Now it is possible for television to report proceedings in legislative chambers, hearing rooms and courtrooms with cameras that are not only unobtrusive but out of sight.

\* \* \*

The result of...restrictions upon television coverage of candidates, controversy and huge areas of the public business has been to bypass the historic right of the public to free and full access to information on all matters that affect it. To safeguard that fundamental right, certain specific steps can and should be taken. Insofar as they call for Congressional action, the time to act is in the coming year, away from the heat and contention of a political campaign, when the public policy issues involved can be considered with calm reflection.

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The Congress should revise Section 315 of the Communications Act to eliminate the equal-time requirement completely and permanently. This provision of the law has in fact served a purpose contrary to the one anticipated and it discriminates against the medium of information best equipped to inform the public on candidates and issues.

\* \* \*

The Congress should make it clear that the FCC is not mandated to pass on how broadcasters cover public issues in controversy. Review by a federal agency of journalistic judgment and expression is contrary to the principle of a free press.

\* \* \*

The doors to public proceedings should be opened to television whenever they are open to other elements of the press, so that television can use its special capacities to enable the people to witness the conduct of the people's business. This calls for abandonment of existing discriminatory rules barring television from federal, state and local legislative chambers and the hearing rooms of legislative committees.

\* \* \*

What is needed is the establishment of an affirmative public policy declaring that the institutions of government should be fully open to television coverage, limited only by defined requirements of security and due process. In this field, official attitudes and policy development have not kept pace with television's emergence as a major communications force. In considering television and other media, the goal should always be to expand to the maximum the information that can properly be made public, not reduce it to the minimum.

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There is...one area of the public business -- in arrest, pre-trial and trial proceedings -- where conflicts may arise between the public's right to information and right of the accused to a fair trial. The Report of the Warren Commission, for example, has recently expressed concern that the unrestrained coverage of pre-trial activities impedes or corrupts the judicial process. In terms both of principle and practicality, the solution to such a problem does not lie in placing restraints on newsmen in reporting available information, but in establishing standards to guide officers of the court -- law enforcement officials and counsel -- in divulging information that does not prejudice judicial process. Similarly, affirmative standards can be established to enable television coverage of trials, with such safeguards as may be necessary to protect the rights of the accused.

\* \* \*

Restrictions on any part of the press threaten the principle underlying the vitality of all parts of the press. The public's stake in that principle should be supported and protected by all news media, not only to safeguard their own rights to freedom of speech and the press, but more importantly to protect the public's right to learn and to know.

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NBC, 12/4/64



Address by Robert W. Sarnoff  
Chairman of the Board  
National Broadcasting Company, Inc.  
At The Economic Club of Detroit  
Detroit, Michigan  
December 7, 1964

FOR RELEASE 1:30 P.M. EST MONDAY, DEC. 7

TELEVISION JOURNALISM: THE SHACKLED GIANT

I am pleased and honored by the invitation to join you today. A visit to Detroit is a welcome opportunity for me to renew many pleasant professional and personal associations. And it is a privilege to address one of your distinguished and stimulating luncheon forums.

That so many of you busy gentlemen regularly attend these meetings is eloquent testimony to their worth. It also testifies to the coexistence in this country of the marketplaces of commerce and of ideas. This relationship, which is uniquely characteristic of the democratic system, is not an accidental phenomenon. For, as history has so often shown, enterprise, thought, and creative expression thrive in the same climate -- one of freedom and openness.

These truths apply with significant meaning and impact to television, which I want to discuss with you -- not only because it is for me a fascinating and favorite subject; but, more importantly, because of its vital role in the nation's social, political, and economic complex.

It was not long ago that some tried to discount the influence of television simply by refusing to own a set, or, owning one, by ignoring it. One can no more do that today than one can deny the social and economic impact of the automobile by declining to use it. For, like the automobile, television has run a rapid course from its origin as a private novelty to its emergence as a public necessity.

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At its beginning the primary mission of television, as of radio before it, was entertainment, and although it has developed far greater dimensions in the intervening years, its spectacular growth has been based on the quest of a nationwide audience for laughter and fiction and fantasy.

Fifteen years ago there were 700,000 television homes. Today there are more than 52 million. Over the same period, advertising expenditures in the medium have risen from less than \$58 million to more than \$2 billion. And now color has won a firm and growing beach-head, while America's appetite for television continues to increase. Currently, the average family watches television more than five-and-a-half hours a day, in response to the program schedules that have been shaped by an aggregate of considerations. Foremost among these have been public popularity, the need for a broad base of commercial support and the continuous striving of broadcasters for innovation and diversity.

And as an effective instrument for demonstration and sales, reaching millions of consumers in their homes every minute, television has revolutionized the speed and efficiency of our marketing and distribution system -- the core of an expanding economy rich in production capacity.

The warm embrace of its audience and its advertisers has not altogether shielded television from the cold blasts of criticism. One need go no further than the television columns -- and sometimes the editorial columns -- of his daily newspaper to find a constant questioning of television's entertainment schedules and a cataloguing of its flaws and failings, some real and some imagined. This must be

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expected by a medium that undertakes to meet so many varied -- and often conflicting -- tastes within our multiple society. It is often constructive criticism and it underscores the importance television has achieved in the lives of millions of Americans.

Valid criticism can serve television, and, more important, its audience. It would be a great misfortune for both, however, if a debate that turns on the variables of taste in entertainment should obscure a most salient fact about television: that it has become the foremost medium of news and information for a public that must be informed if it is to survive as a free society.

The massive influence of television journalism is demonstrated by survey results showing that more than half the nation gets most of its news from television.

A single news program on NBC, for example -- "The Huntley-Brinkley Report" -- reaches more than 36 million people a week.

In the Cuban nuclear confrontation two years ago, when the moves and countermoves of the United States and the Soviet Union followed each other with stunning swiftness, television's immediacy and constant availability in reporting these critical events placed them in prompt and comprehensible order.

Its live, on-the-spot coverage of great public events -- addresses by national leaders, the national political conventions, the orbiting of a man in space -- gives our people a means of direct participation in the life of the nation no other medium can provide.

And in four shattering days in November 1963, television demonstrated with great distinction its unmatched power to envelop an entire population in the details of national crisis and grief and, as a further dimension of its singular capacity, to unite the public in spirit and in purpose.

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Television is now a basic part of the American press. With its reach, immediacy and directness it has unique capabilities for informing the public and engaging them in the affairs of their society. As a consequence, it, too, has taken on the classic responsibility of the press to serve as the public's watchdog in relation to the activities of politics and government.

The principle of a free press was established as the cornerstone of our democratic society by a generation of men who still bore the scars of a tyrant's lash. Its purpose was to protect the public's right to unfettered dissemination of views and information so the public itself could forever determine the direction of that society.

Our founding fathers insisted that their institutions be fully visible, and this visibility so struck the visiting French aristocrat Alexis deTocqueville that he wrote in his historic treatise "Democracy in America": "The American learns to know the laws by participating in the act of legislation; and he takes a lesson in the forms of government from governing. The great work of society is going on before his eyes, and, as it were, under his hands."

The American society has grown considerably more intricate since deTocqueville wrote those words. Few Americans can know their candidates for public office personally, and the town meeting has bowed to the voting machine. The operation and scope of federal government have removed much of the workings of his nation from the individual. The intimate relationship between our people and their institutions has been altered by the inexorable force of technological, social and political change.

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The pace of change has had a profound effect, too. Events succeed events with overwhelming speed, and time for decision, action and reaction has been compressed into history's microseconds.

In the fanciful world of mythology, the more difficult problems were solved by gods and giants. In our own time we have been aided by the fortuitous arrival of a communications giant -- television -- that cannot solve our problems for us but can assist an entire population in understanding them.

For all these reasons, the public's stake in freedom of the press applies with particular forcefulness to television journalism. Yet it is in television's most essential area of information service that its capacities are seriously restricted -- in political coverage, in dealing with controversy, in reporting on the public business.

Paradoxically, these shackles -- which do not apply to any other medium -- have been forged by government itself in the name of the public interest. Two arguments are generally offered to justify them, and both are invalid.

One is based on fear of television's power and unique capabilities. A medium so influential, it is argued, should be regulated to assure its responsibility.

This is precisely the theory used to argue for repression of the printed press when its force was first felt. We have come to recognize, however, that danger does not lie in a free news medium, but in a regulated one. A regulated press is vulnerable to official pressures, to timidity, to accommodation. A free medium of journalism is independent of these forces which can threaten its integrity. In an open society, the greater the freedom of the press, the less the

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danger. And in such a society, television's power as a communicator is a public asset to be developed, not a public danger to be restrained by laws and regulations.

The other argument for restriction rests on the circumstance that television uses a public resource, the frequency spectrum; that it therefore has been licensed by the government to operate in the public interest; and that consequently the government should represent the people by judging what is in their interest.

The fallacy here lies in the assumption that in the field of journalism the government can better judge what is in the public interest than the press or public itself -- an assumption directly contrary to the Constitutional guarantee that "Congress shall make no law...abridging the freedom of the press."

The Supreme Court has ruled that broadcasting is included in the press whose freedom is guaranteed, and the Federal Communications Commission has explicitly acknowledged this. Additionally, the Communications Act expressly forbids the Commission from censoring radio and television broadcasts.

Restrictions on television's news function cannot be justified by invoking the precept that "the airwaves belong to the people." On the contrary, that precept demands that the people's resource be used in their service to provide a free flow of information and ideas unfettered by government restraint. The government's licensing authority over television, designed to promote efficient use of broadcast frequencies in the public interest, is not a license to the government to control or influence the function of a free press.

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Although the arguments for regulation do not stand the test of principle or logic, there are in the law, in the stated policy of the Federal Communications Commission and in the practices of legislative and judiciary bodies the elements of an effective control over television's journalistic expression.

Perhaps the best known is the so-called equal-time requirement, imposed on political coverage by Section 315 of the Communications Act. With stated exceptions, it requires that a broadcaster who makes his facilities available to a candidate for political office must provide the same opportunity to all candidates for the same office -- a requirement that would shock public conscience if it were applied to the printed press.

Its effect has been to restrain broadcasters from presenting serious and major candidates who command the public interest, by requiring the same amount of air time to be devoted to candidates of splinter and frivolous parties in whom the public has little or no interest; and the by-product of this mechanistic rule has been less, rather than more, exposure of candidates and discussion of issues.

The shackles were eased, on an experimental basis, during the 1960 Presidential campaign when the equal-time rule was suspended for appearances by the Presidential and Vice Presidential candidates. The result was the historic television encounters between John F. Kennedy and Richard M. Nixon. Equally important was the great variety of special programs in which the major candidates were enabled to appear. These, together with the debates, were generally credited with making an unprecedented contribution to the definition of the issues and a stimulation of interest in the campaign and the elections.

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Despite broadcasting's acknowledged record of responsibility and fairness in covering the 1960 campaign, Congress this year declined to suspend the equal-time provision. As a consequence, a significant measure of control over journalistic presentation of the campaign was removed from the hands of the broadcast journalist; and a seven-member government agency, the Federal Communications Commission, was placed in the unhappy position of having to interpret and apply a statutory control over campaign coverage.

The maintenance of the equal-time restriction had a variety of curious results, none serving the public interest.

Early in the campaign the Commission interpreted the statute to mean that the President's traditional nationwide television appeal in behalf of the United Community Fund would oblige broadcasters to grant equal-time claims by all other candidates for the Presidency.

Soon after, the Commission ruled that under Section 315, the broadcasting of Presidential news conferences would entitle all Presidential candidates to claim and receive equal time.

Later, in a more widely publicized incident, the Commission decided that a television address by the President on the removal of Premier Khrushchev, the explosion of a nuclear bomb by the Red Chinese, and the significance of the British elections did not entitle the Republican candidate to equal time. If, as a matter of news judgment, the networks had decided to grant Senator Goldwater an opportunity to comment on these international developments, they would have opened a round of claims for equal time by at least ten minor candidates for the Presidency.

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Beyond these rather visible results, the most drastic, but less obvious, effect of the equal-time restriction was to inhibit the appearance of major candidates in many special programs that had been designed to give wide exposure to the principal contenders for office, their backgrounds and their views. We may speculate on the extent to which this restriction of television's capacity to present the candidates speaking directly to the public contributed to a widely noted characteristic of the 1964 campaign -- its failure to develop a clear focus on the issues.

Surely, as these examples demonstrate, a law that requires a government agency to direct the manner in which the public may be informed in an election campaign is inconsistent with the aims of democracy.

On another, related front, the Commission, through interpretation and policy rulings, has undertaken to review fairness in the broadcast coverage of all matters in controversy -- a function it identifies with the appealing title of "The Fairness Doctrine."

No one can argue against the desirability of fairness in reporting controversial public issues; but one can properly argue against the advisability of having the members of a government agency and its staff review the judgments of professional newsmen, editors and news executives on what is fair news coverage.

Such a process compels the regulatory agency, in the first instance, to define what is controversial and what is not, on matters ranging from major international events to local community problems. It places on appointed officials of government the obligation to judge, often without firsthand knowledge or expertise, whether the issues have been fully and fairly explored in news treatment.

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Further, it invites individual and special interests to use the Commission's processes for contesting news programs they do not favor. For example, over the last two and a half years, the Commission has asked NBC to respond to fairness complaints lodged by organizations or individuals against news documentaries on social welfare practices in the City of Newburgh, New York; fall-out shelters; the economic situation on the Caribbean Island of Nevis; Red China; medical care for the aged; frauds in highway construction; the New York City newspaper strike; race relations and the civil rights march on Washington, and poverty in the Lower Rio Grande Valley.

That is only a partial list, and in these and other similar cases, the Commission, after investigation, has presumably been satisfied with the fairness of the broadcasts questioned.

But that is not the issue. For even though the Commission has sought to encourage journalistic enterprise and the coverage of controversy by broadcasters, its undertaking to review their performance in this field weakens the very effort it seeks to encourage. The danger here lies in having an arm of the government that holds the licensing power in a position to second-guess the broadcaster's journalistic judgment in reporting on events and issues that at times involve the government itself.

The third main area of restriction is the official exclusion of television from places where the public's business is conducted. These include the floor of the House of Representatives and its Committee rooms; the floor of the Senate; the Supreme Court; all Federal courts, and the legislative chambers and the courts of most states and localities.

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Thus in our open society we have an officially sanctioned denial of its principles, and in this area the public's foremost medium of information is confronted with a closed door.

Originally it was contended, not without reason, that bulky broadcasting and lighting equipment would be an awkward intrusion upon serious proceedings. Technology can solve that problem. Now -- as has been demonstrated by the experience in equipping the United Nations for broadcast coverage -- it is possible for television to report proceedings in legislative chambers, hearing rooms and court rooms with cameras that are not only unobtrusive but out of sight.

So the argument has shifted to the expressed concern that some legislators or lawyers might take to performing for the cameras, rather than for their constituents and clients. If that should happen, however, their behavior would be displayed and exposed by television itself as the reporter of actuality -- a course that should contribute to decorum and responsibility rather than detract from it. But even if a few should be stimulated to unseemly behavior, that is certainly insufficient reason for denying the rights of the many to attend, through television, those occasions where the public's business is conducted.

The result of all these restrictions upon television coverage of candidates, controversy and huge areas of the public business has been to by-pass the historic right of the public to free and full access to information on all matters that affect it.

To safeguard that fundamental right, certain specific steps can and should be taken. Insofar as they call for Congressional action, the time to act is in the coming year, away from the heat and

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contention of a political campaign, when the public policy issues involved can be considered with calm reflection.

First, the Congress should revise Section 315 of the Communications Act to eliminate the equal-time requirement completely and permanently. This provision of the law has in fact served a purpose contrary to the one anticipated and it discriminates against the medium of information best equipped to inform the public on candidates and issues.

Second, the Congress should make it clear that the Federal Communications Commission is not mandated to pass on how broadcasters cover public issues in controversy. Review by a federal agency of journalistic judgment and expression is contrary to the principle of a free press.

It is possible that a few irresponsible broadcasters might abuse the freedom such actions would give them. I do not believe, however, that this possibility warrants throttling a whole communications medium -- any more than it would warrant imposing similar restrictions on the whole newspaper field because of a few irresponsible newspapers.

Third, the doors to public proceedings should be opened to television whenever they are open to other elements of the press, so that television can use its special capacities to enable the people to witness the conduct of the people's business. This calls for abandonment of existing discriminatory rules barring television from federal, state and local legislative chambers and the hearing rooms of legislative committees.

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What is needed is the establishment of an affirmative public policy declaring that the institutions of government should be fully open to television coverage, limited only by defined requirements of security and due process. In this field, official attitudes and policy development have not kept pace with television's emergence as a major communications force. In considering television and other media, the goal should always be to expand to the maximum the information that can properly be made public, not reduce it to the minimum.

There is, however, one area of the public business -- in arrest, pre-trial and trial proceedings -- where conflicts may arise between the public's right to information and the right of the accused to a fair trial. The Report of the Warren Commission, for example, has recently expressed concern that the unrestrained coverage of pre-trial activities impedes or corrupts the judicial process. In terms both of principle and practicality, the solution to such a problem does not lie in placing restraints on newsmen in reporting available information, but in establishing standards to guide officers of the court -- law enforcement officials and counsel -- in divulging information that does not prejudice judicial process. Similarly, affirmative standards can be established to enable television coverage of trials, with such safeguards as may be necessary to protect the rights of the accused.

In considering these standards and safeguards, it should always be remembered that the absence of full public information about such proceedings can itself lead to infringement of an individual's rights. For access of the information media to judicial proceedings creates a two-way street: the accused, if he should suffer

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abuse, can reach the public; and the public can be informed as to the nature of the proceedings involving the accused.

In this special area, I am confident that if representatives of the judiciary, the bar and journalism joined in a constructive examination of the issue, they could develop a meeting ground where both public and private rights would be protected and advanced. There is an immediate need to define how television access to judicial proceedings can be enlarged to the full extent consistent with due process. This approach, I believe, holds far greater promise than codes designed to formalize restrictions on the gathering of news.

Restrictions on any part of the press threaten the principle underlying the vitality of all parts of the press. The public's stake in that principle should be supported and protected by all news media, not only to safeguard their own rights to freedom of speech and the press, but more importantly to protect the public's right to learn and to know. Print journalism and broadcast journalism have common interests and responsibilities which transcend their competitive endeavors.

Finally, it must be emphasized that the arguments and proposals I have advanced are not designed for the benefit of television. They relate directly to television's ability to discharge its responsibility to the public. The public in turn, has a responsibility to take an active role to protect its own interest in television's freedom to perform its journalistic function.

Individuals and organizations must accept and pursue this obligation by insisting that their elected representatives take whatever steps are necessary to allow the free flow of ideas, information and fact to reach their natural level of service.

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Only then will television be fully able to carry out its mission of informing the people to the ultimate limits of its vast potential, as an auditor of government for the people, and a great force for fuller understanding of ourselves and institutions. Only then will we be true to the precepts of Thomas Jefferson who displayed an insight that was to prove applicable over the ages when he wrote:

"I know of no safe repository of the ultimate powers of society but the people themselves, and if we think them not enlightened enough to exercise their control with a wholesome discretion, the remedy is not to take it from them but to inform their discretion by education."

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NBC, 12/4/64





FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

2-X-H

KING CONSTANTINE OF GREECE HONORS NBC PRESIDENT ROBERT E. KINTNER  
AND PRODUCER LOU HAZAM FOR 'GREAT CONTRIBUTION  
TO INTERNATIONAL UNDERSTANDING'

Colorcast of 'Greece: The Golden Age' Is Cited

FOR RELEASE 12 NOON EST TUESDAY, DEC. 8

King Constantine of Greece has conferred the Cross of Knight Commander, Royal Order of the Phoenix, upon Robert E. Kintner, President of the National Broadcasting Company, and the Gold Cross of the Royal Order of George I upon Lou Hazam, NBC News producer and writer.

Stavros Costopoulos, Minister of Foreign Affairs of Greece, presented the diploma and insignia of these decorations to Mr. Kintner and Mr. Hazam at a ceremony at noon today (Tuesday, Dec. 8) at the headquarters of the National Broadcasting Company in New York City. Mr. Costopoulos is currently in New York heading the Greek delegation to the General Assembly of the United Nations.

The decorations were awarded to Mr. Kintner and Mr. Hazam "in recognition of the great contribution they made to international understanding by producing and broadcasting 'Greece: The Golden Age,' a distinguished television program worthy of the cultural treasures it displays."

The full-hour NBC News special, designed to bring to life the glory that was ancient Greece, was colorcast on the NBC-TV Network Nov. 19, 1963. Hazam wrote and produced the program, which was filmed on location at such important classical sites as the Acropolis in Athens, the ancient theatre at Epidaurus, Olympia, Delphi and the islands offshore.

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In the presentation to Mr. Kintner, Mr. Costopoulos said:

"I take great personal pleasure in presenting you, sir, with the insignia of the Commander of the Order of the Phoenix. This honor was bestowed upon you by His Majesty King Constantine of the Hellenes in appreciation of your work in the production of 'Greece: The Golden Age,' a cultural milestone in the short history of television.

"Such milestones have been characteristic of your career.

This new medium, this magic box that gives us global vision, could have become an evil force, but for the integrity and genius of some men who guided this new form of communication and made it a servant rather than scourge of mankind. Mr. Kintner is among these men. He ranks high. In his field, he is considered a giant. His touch has brought understanding where ignorance might have remained, a broadened horizon, instead of the narrow view.

"'Greece: The Golden Age' is a perfect example of the great good an enlightened television executive can do. The vast resources of NBC were put behind a work of art and culture. It was an act of service first and foremost, a gift to man, the precious gift of a glimpse into his precious heritage, the heritage of Greece's golden age which belongs to us all."

In his response, Mr. Kintner said:

"I accept this high honor, conferred upon me by King Constantine of Greece, with deep appreciation. I am mindful of the fact that you and your colleagues, who have gathered here, have interrupted a busy schedule to make this ceremony possible and for that I also am appreciative.

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"Although this honor has been conferred upon me, I would like to accept it on behalf of the 800 men and women who make up NBC News, the world's largest broadcast news organization. Mr. Robert W. Sarnoff, Chairman of NBC, and I are proud of the leading position achieved by NBC News, under the management of Mr. William R. McAndrew and Mr. Julian Goodman, as a news organization of great professional skill, energy and creative ability. Among its most distinguished members is Lou Hazam, who wrote and produced 'Greece: The Golden Age,' the program which you honor.

"It was a program that in essence reflected the greatness and the glory of the ancient civilization of your nation. The wisdom of its philosophers and the splendor of its art and architecture have had a profound influence on the civilizations which followed and continue to influence all who strive for excellence.

"The program you are honoring would not have been possible without the cooperation accorded to Mr. Hazam by the Government of Greece and many generous friends and organizations. For this invaluable help, a great debt of gratitude is owed by the millions of viewers in this country and abroad who found enjoyment and enlightenment in the program; by the critics who praised it as one of television's greatest achievements; and by NBC News which produced the program.

"Your recognition gives us at NBC great encouragement in our dedication to coverage of the news and the production of special programs which put in perspective the greatness of the past, the challenges of the present and the wonders of the future."

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In presenting the diploma and insignia to Mr. Hazam, Mr. Costopoulos said:

"This medal, the Gold Cross of the Order of George the First, awarded by His Majesty King Constantine of the Hellenes to Mr. Lou Hazam, pays tribute to a master craftsman, one of those rare people who have disciplined their native genius so as to give it tangible form and share it with their fellowmen. Mr. Hazam has the reputation of nearly always attempting more than the possible and nearly always attaining it. He certainly did this in writing and producing 'Greece: The Golden Age' -- a tribute not only to its great theme but to the taste, imagination and energy of Mr. Hazam."

Responding, Mr. Hazam said:

"Not only for myself, but in behalf of all of those at NBC News who shared in the creation of our program, I hope you will convey to His Majesty our warmest appreciation for this generous notice. Actually, we are doubly honored since we consider ourselves privileged merely to have been an instrument in recalling to the world -- through the new medium of television -- the ancient heritage of Greece and the tremendous cultural debt we owe your great nation."

The major portion of "Greece: The Golden Age" was devoted to the material remains of the age of Pericles, which marked the high tide of ancient Greek civilization. The script drew heavily upon the writings of Homer, Thucydides, Herodotus, Plato, Pindar, Pausanias and other major figures of the great age. A highlight of the program was a performance in the theatre at Epidauros, best-preserved of all ancient Greek theatres, of the climactic scene from Sophocles' "Oedipus, the King" with actors engaged expressly for the production. Trevor Howard was the program's off-camera narrator. The program was generally hailed by press and public as one of television's memorable events.

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Among those who accompanied Foreign Minister Costopoulos at the presentation ceremony at NBC today were Miss Daphnie Costopoulos, daughter of the Foreign Minister; Leonidas Papagos, Ambassador Extraordinary and Plenipotentiary, Ministry of Foreign Affairs, member of the Greek delegation to the U. N. General Assembly; Dimitri Bitsios, Ambassador Extraordinary and Plenipotentiary, permanent representative to the U. N.; Aristides Pilavachi, Ambassador Extraordinary and Plenipotentiary, Ministry of Foreign Affairs, member of the delegation to the U. N. General Assembly; Alexandre Demetropoulos, Minister Plenipotentiary, deputy permanent representative to the U. N.; Gerassimos Gigantes, Minister for Cultural Affairs, Royal Greek Embassy, Washington, D. C., member of the delegation to the U. N. General Assembly; George Gavas, Consul General of Greece in New York; Dennis Carayannis, Counselor of Embassy, Ministry of Foreign Affairs, member of the delegation to the U. N. General Assembly; Dimitri Velissaropoulos, First Secretary of Embassy, Ministry of Foreign Affairs, member of the delegation to the U. N. General Assembly; Nicholas Katapodis, First Secretary of Embassy, Ministry of Foreign Affairs, member of the delegation to the U. N. General Assembly; Dimitri Petrounakos, First Secretary of Embassy, Permanent Mission to the U. N.; Constantine Eliopoulos, Secretary of Embassy; Dimitri Makropoulos, Private Secretary to the Minister of Foreign Affairs; E. Frangoulis, Attache of Embassy; and Angelos Billis, Press Attache, Royal Greek Embassy, Washington, D. C.

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NBC-New York, 12/7/64





# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 7, 1964

## NBC NEWS TO PRESENT YEAR-END REVIEW

NBC News will present a review of events, developments and trends of 1964, here and abroad, as they affected the nation politically, socially and economically, Sunday, Dec. 27 on NBC-TV (4 to 5 p.m. EST).

This year-end special, with Frank McGee, will replace the regular "Sunday" program.

In the political area, the program will review the U. S. elections and the shifts in world political patterns. The civil rights controversy will be examined in films from many parts of the country, including the award of the Nobel Prize to Martin Luther King.

Books, plays and movies will be covered in a digest of writings and productions that had maximum impact on public thinking. Developments in religion will be accented in reports on Pope Paul's trips to India and the Holy Land, the Ecumenical Council's decisions, and the troubles that beset Jordan and Israel.

Areas of international unrest -- Cyprus, Congo, Vietnam and Berlin -- will be discussed. The Warren Commission Report and the earthquake in Alaska also will be program topics.

Sports, reported by NBC sports commentator Joe Garagiola, will be represented by films highlighting events in yachting, baseball, football, boxing and the Olympics.

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A review of the space race to the moon will include films of the U. S. Ranger moon pictures, the Russian three-man flight and the U. S. Mariner shot. The program will examine Chinese Communism, vintage 1964, and the impact of the bomb in that country.

Producer of the NBC News special will be Craig Fisher.

----- NBC-TV PROGRAM HIGHLIGHT DEC. 27 -----

NBC News review of events, developments and trends of 1964, here and abroad, as they affected the nation. Highlights of the year in politics, arts and sciences, religion, sports and other fields. With NBC News correspondent Frank McGee.

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NBC-New York, 12/7/64



NBC COLOR TELEVISION NEWS



December 7, 1964

'HULLABALOO' TO HAVE PREMIERE ON NBC-TV TUESDAY, JAN. 12

Full-Hour Musical-Variety Show Taking Time Period of

'The Man from U.N.C.L.E.,' Which Moves to Mondays

"Hullabaloo," NBC-TV's new full-hour musical-variety show designed for young adults, will have its premiere Tuesday, Jan. 12 from 8:30 to 9:30 p.m. EST.

The time period is now occupied by "The Man from U.N.C.L.E." which moves to NBC-TV's Monday 8-9 p.m. EST time period effective Jan. 11, replacing two half-hour telecasts, "Harris Against the World" and "Tom, Dick and Mary."

"Hullabaloo," produced by Gary Smith, will originate in New York in color, except for weekly segments taped in London and presented by Brian Epstein, who will introduce various young English entertainers he has discovered.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 7, 1964

## NBC NEWS CAMERAMAN PEDRO TORRE WOUNDED WHILE COVERING A PERONISTA DEMONSTRATION IN ARGENTINA

NBC News cameraman Pedro Torre received a saber wound on the head when mounted police broke up a meeting of Peronists he was covering in Buenos Aires, Argentina, NBC News learned today. The injury apparently is not serious, according to correspondent Ted Ed Scott, who was with Torre.

The Peronista meeting followed the refusal of the Brazilian Government to allow Juan D. Peron, Argentina's former dictator, to enter Brazil Dec. 2. Torre and Scott, who are based in Rio de Janeiro, had been sent to Buenos Aires to cover possible demonstrations of this kind.

Another NBC News cameraman, Grant Wolfkill, who has been covering the war in Vietnam, will enter Swedish Hospital in Seattle tomorrow for possible surgery resulting from an injury received when he was kicked in the stomach by Vietnamese police in Saigon last year.

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NBC-TV NETWORK PROGRAM

KATHRYN (MRS. BING) CROSBY ADDED TO STAR CAST  
OF BOB HOPE'S DEC. 18 CHRYSLER COMEDY SPECIAL

Kathryn (Mrs. Bing) Crosby has been added to the guest star lineup for the pre-holiday "Chrysler Presents a Bob Hope Comedy Special" Friday, Dec. 18 (NBC-TV, 8:30-9:30 p.m. EST in black and white).

Martha Raye, Nancy Wilson, the Beachboys and special guest James Garner with Les Brown and his Band of Renown, as previously announced, will share center stage with Hope in his third comedy-with-music revue of the season.

Hope co-starred with Kathryn in last season's comedy, "The House Next Door," on the weekly Chrysler-sponsored series.

Kathryn Crosby pursues her acting career but does not let it interfere with being a busy wife, the mother of three children and a serious student of psychiatric nursing. The past two Summers she has played stock, once in the comedy "Sunday in New York," and once in the musical "Damn Yankees." Her movie credits include "Operation Mad Ball," "Anatomy of a Murder," "The Big Circus," and "Gunman's Walk," among others.

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NBC-New York, 12/7/64



# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 7, 1964

## GEORGE CLAY'S NAME TO BE INSCRIBED ON MEMORIAL TABLET AT OVERSEAS PRESS CLUB IN N.Y.

The name of NBC News correspondent George Clay, who was shot and killed last month while covering the fighting in the Congo, will be inscribed on the Overseas Press Club memorial tablet in New York.

OPC President Barrett McGurn said that Clay's name would be added to the memorial roster of 96 other journalists who have died in the line of duty.

Clay had won an OPC Award last Spring for the "Best Radio Reporting from Abroad" for his coverage of a previous battle in the Congo.

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## NBC FEATURE

December 7, 1964

THAT SCREAM YOU HEARD ON 'TONIGHT' CAME FROM JULIE BENNETT

Redhaired Julie Bennett has played everything on television from Charlie the Tuna's girlfriend to a talking box of detergent, neither of which allowed the viewing audience to catch a glimpse of her spectacular redhaired good looks. On NBC-TV's "The Famous Adventures of Mr. Magoo" she has played the voice behind Maid Marian (when Magoo played Robin Hood) the voice of Snow White, Sagebrush Sal and the sultry voice of Pepe LePew's girlfriend. It took the "Tonight Show Starring Johnny Carson" to summon Julie back on camera with her own face showing. She was a guest on the Thursday, Dec. 3 show (NBC color-cast, 11:15 p.m.-1 a.m. EST) and proved conclusively that when it comes to selling, Julie is a topnotch saleswoman of her own attractive personality.

Actually, Julie Bennett's television career harks back to the days when, as a teenager, she appeared on numerous live TV productions done by Albert McCleery, Fred Coe and the other "greats" of early TV. (Her first "Philco Playhouse" starring role was done when she was 15.) Fiercely ambitious as a youngster, and extremely busy in television, radio and in various short-lived Broadway plays, Julie went to the West Coast for a brief vacation and made the discovery that "there is more to life than just working." She never returned to the radio serial drama on which she had a running role. ("The fellow who played my husband could have killed me, because they had to write him out once they killed me off.")

(more)



Julie continued to work in television, now in the filmed variety, appearing on such programs as "Dragnet," the Donna Reed and Bob Cummings shows, and various other series. She played everything from neurotic wives to femmes fatales. At one point, her voice was dubbed in for James Stewart's "four-year-old grandson" in "The FBI Story." The use of her voice alone opened a new career to the versatile actress and she entered the field of commercial television. This led her to such jobs as providing the voice of Cindy Bear in the "Yogi Bear" films and to essaying the aforementioned talking detergent box.

As she told Johnny Carson on "Tonight," the speaking voices of many sultry appearing brunettes in cosmetic commercials are often high, squeaky and afflicted with Brooklyn accents. So while the films show an alluring girl, her equally alluring voice is courtesy of the redhaired Julie.

Mister Magoo's "Snow White" chalked up a first on "Tonight" when she responded to a request to demonstrate the kind of scream with which she won roles in "Dragnet." She raised Carson, Ed McMahon, guest Bill Cosby and half of television-watching America a foot off their chairs with her blood-curdling rendition. Remarkable girl, that Julie.

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NBC-New York, 12/7/64





December 7, 1964

EDUCATORS PRAISE NBC-TV'S "PROFILES IN COURAGE" SERIES

Educators throughout the country have joined TV critics and viewers in commending the NBC-TV Network for the "Profiles in Courage" series, produced by Robert Saudek Associates and telecast Sundays (6:30-7:30 p.m. EST).

Some excerpts of their letters follow:

R.D., Wichita, Kan. -- Things like these need the utmost in backing...you have mine.

M.E., Titusville, Pa. -- Our young people need badly to be exposed to personalities that have not been afraid to make personal sacrifices for their beliefs and convictions. You are making a sizable contribution to their inspiration ...

C.L., Tucson, Ariz. -- NBC is doing an excellent job in presenting fine viewing. Keep up the good work.

W.S., Cincinnati, Ohio -- Keep up the good work. We need more shows such as this.

R.R., Cape Elizabeth, Me. -- The faculty involved strongly recommend that the students see this series. We are happy to see this type of program started.

B.D., Woonsocket, R.I. -- It is certainly gratifying to see that NBC is performing another public service...May this new undertaking prove to be educational and profitable to students and adults who certainly need

(more)



exemplars of courage if we are to expect mature, responsible citizens in America.

E.C., Waterbury, Conn. -- Programs of this nature are worth months of classroom teaching. We are indeed most grateful for the program scheduling and for the professional help that accompanies it.

W.H., Providence, R.I. -- Please be assured of our deep appreciation to NBC for presenting this extraordinary program which undoubtedly will enrich the lives of the youth of America as well as promote good citizenship in its highest form.

"Profiles in Courage" Teacher's Guides, issued by the NBC Public Affairs Department, were distributed to all high schools in the U. S. A. Many teachers who wrote to NBC to commend the series requested additional copies.

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NBC-New York, 12/7/64



NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLORCAST SCHEDULE

For January, 1965 (EST)

MONDAYS THROUGH FRIDAYS

10:30-10:55 a.m. -- "What's This Song?"  
11:30 a.m.-12 noon -- "Jeopardy" (except Jan. 1 and 20).  
12 noon-12:30 p.m. -- "Say When" (except Jan. 1 and 20).  
12:30-12:55 p.m. -- "Truth or Consequences" (except Jan. 1 and 20).  
1:30-1:55 p.m. -- "Let's Make a Deal" (except Jan. 1 and 20).  
3:30-4 p.m. -- "You Don't Say!" (except Jan. 1 and 20).

FRIDAY, JAN. 1 AND MONDAYS THROUGH SATURDAYS, JAN. 4-9; 11-16; 18-23 AND 25-30

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson" (Note: The Saturday night programs will be repeats of past shows and will begin 15 minutes after the conclusion of "Saturday Night at the Movies."

FRIDAY, JAN. 1

11-11:30 a.m. -- Orange Bowl Parade from Miami, Fla.  
11:30 a.m.-1:45 p.m. -- Tournament of Roses Parade from Pasadena, Calif.  
1:45 p.m.-to conclusion -- Sugar Bowl football game from New Orleans, La.  
4:45 p.m.-to conclusion -- Rose Bowl football game from Pasadena, Calif.  
7:45 p.m.-to conclusion -- Orange Bowl football game from Miami, Fla.

SATURDAY, JAN. 2

9:30-10 a.m. -- "The Hector Heathcote Show"  
10-10:30 a.m. -- "Underdog"  
12 noon-1 p.m. -- "Exploring"  
7:30-8 p.m. -- "Flipper"  
8-8:30 p.m. -- "The Famous Adventures of Mr. Magoo"  
9 p.m.-to conclusion -- "Saturday Night at the Movies"

SUNDAY, JAN. 3

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"  
5:30-6 p.m. -- "G-E College Bowl"  
6-6:30 p.m. -- "Meet the Press"  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"  
9-10 p.m. -- "Bonanza"

MONDAY, JAN. 4

9-10 p.m. -- "The Andy Williams Show"

(more)





2 - NBC-TV January Colorcast Schedule

TUESDAY, JAN. 5

10-11 p.m. -- "Bell Telephone Hour"

WEDNESDAY, JAN. 6

7:30-9 p.m. -- "The Virginian"

THURSDAY, JAN. 7

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "Perry Como's Kraft Music Hall"

FRIDAY, JAN. 8

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"

10-11 p.m. -- "The Jack Paar Program"

SATURDAY, JAN. 9

9:30-10 a.m. -- "The Hector Heathcote Show"

10-10:30 a.m. -- "Underdog"

12 noon-1 p.m. -- "Exploring"

2 p.m.-to conclusion -- Senior Bowl football game from Mobile, Ala.

7:30-8 p.m. -- "Flipper"

8-8:30 p.m. -- "The Famous Adventures of Mr. Magoo"

9 p.m.-to conclusion -- "Saturday Night at the Movies"

SUNDAY, JAN. 10

3:45 p.m.-to conclusion -- NFL Pro Bowl football game from Los Angeles,  
Calif.

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

MONDAY, JAN. 11

9-10 p.m. -- "The Andy Williams Show"

TUESDAY, JAN. 12

9:30-10 p.m. -- "That Was the Week That Was"

10-11 p.m. -- "The Capitol: Chronicle of Freedom," an NBC News special.

WEDNESDAY, JAN. 13

7:30-9 p.m. -- "The Virginian"

THURSDAY, JAN. 14

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "Kraft Suspense Theatre"

FRIDAY, JAN. 15

10-11 p.m. -- "The Jack Paar Program"

(more)



3 - NBC-TV January Colorcast Schedule

SATURDAY, JAN. 16

9:30-10 a.m. -- "The Hector Heathcote Show"  
10-10:30 a.m. -- "Underdog"  
12 noon-1 p.m. -- "Exploring"  
7:30-8 p.m. -- "Flipper"  
8-8:30 p.m. -- "The Famous Adventures of Mr. Magoo"  
9 p.m.-to conclusion -- "Saturday Night at the Movies"

SUNDAY, JAN. 17

NOTE: "NBC Sports in Action" premieres today 4-5 p.m. EST.  
Thirty minutes of the program will be telecast in color.

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"  
5:30-6 p.m. -- "G-E College Bowl"  
6-6:30 p.m. -- "Meet the Press"  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"  
9-10 p.m. -- "Bonanza"

MONDAY, JAN. 18

9-10 p.m. -- "Allan Sherman's Funnyland" a comedy-music special.

TUESDAY, JAN. 19

9:30-10 p.m. -- "That Was the Week That Was"  
10-11 p.m. -- "Bell Telephone Hour"

WEDNESDAY, JAN. 20

NOTE: NBC will colorcast the Presidential Inauguration parade.  
The parade is expected to last 2½-3 hours in mid-afternoon,  
immediately after President Johnson takes the oath of  
office.

8-11 p.m. -- "Wednesday Night at the Movies." NOTE: Program is expanded  
one hour tonight due to the length of the film, "The  
Brothers Karamazov."

THURSDAY, JAN. 21

9:30-10 p.m. -- "Hazel"  
10-11 p.m. -- "Kraft Suspense Theatre"

FRIDAY, JAN. 22

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"  
10-11 p.m. -- "The Jack Paar Program"

SATURDAY, JAN. 23

9:30-10 a.m. -- "The Hector Heathcote Show"  
10-10:30 a.m. -- "Underdog"  
12 noon-1 p.m. -- "Exploring"  
7:30-8 p.m. -- "Flipper"  
8-8:30 p.m. -- "The Famous Adventures of Mr. Magoo"  
9 p.m.-to conclusion -- "Saturday Night at the Movies"

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4 - NBC-TV January Colorcast Schedule

SUNDAY, JAN. 24

4-4:30 p.m. -- "NBC Sports in Action" (NOTE: Program is one-half hour  
in length today.)  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"  
9-10 p.m. -- "Bonanza"

MONDAY, JAN. 25

9-10 p.m. -- "The Jonathan Winters Show"  
10-11 p.m. -- "The Stately Ghosts of England"

TUESDAY, JAN. 26

9:30-10 p.m. -- "That Was the Week That Was"  
10-11 p.m. -- "The French Revolution" an NBC News special.

WEDNESDAY, JAN. 27

7:30-9 p.m. -- "The Virginian"

THURSDAY, JAN. 28

9:30-11 p.m. -- Hallmark Hall of Fame: - "The Magnificent Yankee"

FRIDAY, JAN. 29

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"  
10-11 p.m. -- "The Jack Paar Program"

SATURDAY, JAN. 30

9:30-10 a.m. -- "The Hector Heathcote Show"  
10-10:30 a.m. -- "Underdog"  
12 noon-1 p.m. -- "Exploring"  
5-6 p.m. -- "Big Three Golf" (premiere).  
7:30-8 p.m. -- "Flipper"  
8-8:30 p.m. -- "The Famous Adventures of Mr. Magoo"  
9 p.m.-to conclusion -- "Saturday Night at the Movies"

SUNDAY, JAN. 31

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"  
5:30-6 p.m. -- "G-E College Bowl"  
6-6:30 p.m. -- "Meet the Press"  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"  
9-10 p.m. -- "Bonanza"

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NBC-New York, 12/7/64



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NBC COLOR TELEVISION NEWS

December 8, 1964

ROGER GIMBEL TO PRODUCE "ALLAN SHERMAN'S FUNNYLAND,"  
SECOND NBC-TV "SNEAK PREVIEW SPECIAL" OF SEASON

Roger Gimbel has been signed to produce "Allan Sherman's Funnyland," NBC-TV's second "sneak preview special" of the 1964-65 season, it was announced today by Edwin S. Friendly Jr., Vice President, Special Programs.

Allan Sherman will star in this full-hour special, to be colorcast on NBC-TV Monday, Jan. 18 (9-10 p.m. EST).

(This season's first "sneak preview special" was the highly-acclaimed "NBC Follies of 1965" which starred Steve Lawrence.)

Gimbel, whose most recent TV assignment was NBC-TV's Thanksgiving Day special, "Your All-Time Favorite Songs," starring Dean Martin, Eydie Gorme and Al Hirt, has served as producer for many of the entertainment world's top names, including Mary Martin, Jack Paar, Bing Crosby, Arthur Godfrey, Carol Burnett, Judy Holliday, Dick Van Dyke and Tony Randall.

"Allan Sherman's Funnyland" is envisioned as a possible half-hour series for the 1965-66 season. It will originate from the NBC Studios in Burbank, Calif.

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## NBC TRADE NEWS

December 8, 1964

'BONANZA' IS THE NUMBER ONE TV SHOW OF SPAIN
--

Spain says "Si!" to "Bonanza," NBC-TV's bestselling full-hour Western series, viewed world-wide every week by 350,000,000 people and distributed abroad by NBC International. Television Espanola's (the Spanish TV network's) official publication, Teleradio, named "Bonanza" number one in a recent popularity survey.

The "Dr. Kildare" series of NBC-TV, which is also distributed abroad by NBC International, was third on the Spanish preference list. Another NBC-TV series, "Walt Disney's Wonderful World of Color," which is called "Disneylandia" in Spain, is also in the top ten popularity roster.

"Bonanza" is sold in 57 countries and 125 separate markets outside the United States. Fan mail reports on the series in the last quarter were especially high in Brazil, New Zealand, Portugal, Spain, Sweden, Uruguay, and Canada.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 8, 1964

## NBC NEWS CAMERAMAN YUNG SU KWON DIES IN TOKYO

Award-winning veteran NBC News cameraman Yung Su Kwon died today (Dec. 8) in a Tokyo hospital after an illness of several months.

Kwon joined the staff of the National Broadcasting Company during the first stage of the Korean War and covered the fighting there from start to finish for the NBC-TV Network. He gained a reputation as one of the foremost combat cameramen in the business.

In 1960, the Overseas Press Club of New York honored him with two of its awards. For his dramatic coverage of the anti-security treaty riots in Tokyo, he was given the Robert Capa Award for bravery and his work was also selected as the best television filming of the year.

During his long career as a cameraman, Kwon photographed top news events throughout the Pacific, ranging from the Alaskan earthquake to Laos, Burma and Indonesia.

Kwon was born in Korea Sept. 5, 1913. He is survived by his wife Kuyuko and three teenage sons.

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## NBC COLOR TELEVISION NEWS



December 8, 1964

### JACK JONES TO BE HOST OF PREMIERE 'HULLABALOO' COLORCAST

Nightclub, television and recording star Jack Jones will be the first host of NBC-TV's new full-hour musical show for young adults, "Hullabaloo," on the premiere colorcast Tuesday, Jan. 12 (8:30 to 9:30 p.m. EST). He will be the first of a series of big-name stars to act as host of the series, which will originate in New York.

Jones, currently starring at the Persian Room of the Plaza Hotel in New York City, has chalked up guest appearances on 20 major network shows within the past 16 months. These include NBC-TV's "Bell Telephone Hour," "The Jack Paar Program," "The Tonight Show Starring Johnny Carson," the Bob Hope Chrysler Series, and "The Jack Benny Program," as well as appearances with Jerry Lewis, Judy Garland, Ed Sullivan, Jimmy Dean, Joey Bishop and Meredith Willson on their TV shows.

Jack Jones, the son of singer Allan Jones and actress Irene Hervey, first came to national attention with the hit record "Lollipops and Roses." He has made seven long-playing albums and currently has a best-selling record in the Henry Mancini tune "Dear Heart."

The premiere show of "Hullabaloo" will take place three days before Jack Jones 27th birthday. It is produced by the 29-year-old Gary Smith. Guests on the program for which Jones will act as host and master-of-ceremonies will be chosen for their appeal to the young audience.

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# NBC RADIO NETWORK NEWS

December 8, 1964

## A SWINGING START FOR 1965

'All-Star Parade of Bands' Across The Land  
Will Greet New Year on NBC Radio

NBC Radio will give 1965 a swinging start when it presents its annual "All-Star Parade of Bands" on New Year's Eve, Thursday, Dec. 31.

The New Year will be ushered in at points including Basin Street East in New York with Duke Ellington and his orchestra, in Chicago with Les Elgart and his crew at the Sherman Hotel, and in Hollywood where Lawrence Welk and his orchestra will welcome 1965 at the Palladium. The complete schedule for NBC Radio's "All Star Parade of Bands" follows (all times EST):

11:35-11:55 p.m.	Duke Ellington and Orch.	Basin Street East, New York.
12:05-12:30 a.m.	Woody Herman and Orch.	Birdland, New York.
12:30-12:55 a.m.	Count Basie and Orch.	Coconut Grove, Los Angeles.
1-1:30 a.m.	Les Elgart and Orch.	Sherman Hotel, Chicago.
1:30-2 a.m.	Tommy Dorsey Orch.	Flamingo Hotel, Las Vegas.
2:05-2:30 a.m.	Lionel Hampton and Orch.	Miramar Club, Columbus, Ohio.
2:30-2:55 a.m.	Louis Prima and Orch.	Hotel Sahara, Las Vegas.
2:55-3:30 a.m.	Lawrence Welk and Orch.	Hollywood (Calif.) Palladium.
3:30-4 a.m.	Les Brown and Orch.	Hollywood (Calif.) Palladium.

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NBC COLOR TELEVISION NEWS



December 8, 1964

'PROJECT 20' PRODUCTION, 'THE COMING OF CHRIST,' TELECAST IN 21  
FOREIGN LANDS; WILL HAVE FOURTH PRESENTATION ON NBC-TV

The "Project 20" production of "The Coming of Christ," which will have its fourth presentation on the NBC-TV Network Monday, Dec. 21 (8:30-9 p.m. EST, in color), has been telecast to date in 21 foreign countries and on all continents but Antarctica, according to a report from NBC Enterprises.

The narration, almost wholly in the words of the Bible, has been translated into Italian, German, Spanish and Portuguese, each foreign language being heard over the musical and special effects track. In countries speaking other non-English tongues, the film is subtitled in the appropriate language.

The program has already been telecast in Italy, Spain, Portugal, Cyprus, Switzerland, West Germany, Norway, Denmark, Finland, Holland, United Kingdom, Ireland, Australia, New Zealand, Hong Kong, Mexico, Guatemala, Colombia, Argentina, Brazil and Nigeria.

Donald B. Hyatt produced and directed "The Coming of Christ." Richard Hanser wrote the script, and Robert Russell Bennett composed and conducted the original orchestral score. Alexander Scourby is the English language narrator. The program was first telecast Dec. 21, 1960.

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NBC COLOR TELEVISION NEWS



December 8, 1964

ADDITION TO NBC-TV NETWORK JANUARY COLORCAST SCHEDULE

Tuesdays, Jan. 12, 19 and 26

8:30-9:30 p.m. Add: "Hullabaloo." (Program premieres  
Jan. 12).

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BILL COSBY TO ACT AS 'TONIGHT' HOST JAN. 4

Comedian Bill Cosby will act as host on NBC-TV's "Tonight Show Starring Johnny Carson" Monday, Jan. 4 (colorcast 11:15 p.m. to 1 a.m. EST). Cosby, a frequent guest on the late-night comedy, conversation and music show, is one of the prominent performers who have substituted for Johnny Carson on vacation days. Others include Jan Murray, Sammy Davis and Milton Berle.

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# NBC SPORTS

A DEPARTMENT OF NBC NEWS

December 8, 1964

## COLORFUL NIGHTCAP

Orange Bowl Will Be Transformed Into Virtual Color Studio  
For Finale of New Year's Day 3-Game Grid Schedule on NBC

The 1965 Orange Bowl game in Miami on Jan. 1 will have more than one historic distinction. Not the least is the fact that it will be the first such sports extravaganza to take place in what, in effect, has been transformed into a gigantic color TV studio.

The Orange Bowl clash between the nation's No. 1 college football team, Alabama, and the University of Texas powerhouse will be the nightcap of a day-long skein of football colorcasts on NBC-TV. (Its air time is 7:45 p.m. EST).

The others will be the Sugar Bowl at New Orleans, with Syracuse opposing Louisiana State (1:45 p.m. EST), and the Rose Bowl at Pasadena, pitting Michigan against Oregon State (4:45 p.m. EST).

The Miami classic will contain features that are uniquely its own. Not only will it be the first bowl game to be played at night, but it will mark the first time that a night outdoor event, of any type, has been colorcast.

In preparation for the historic sports telecast, the Orange Bowl this past Summer was outfitted with a new lighting system that practically duplicates the illumination in NBC-TV's scientifically designed studios in New York City.

The system utilizes more than 500 lighting fixtures, each with a 1,500-watt lamp, grouped not in the few clusters conventional

(more)



to stadium lighting but at 52 locations around the rim of the bowl. Like TV studio lights, they are individually aimed to beam only on one small section of the playing turf, resulting in uniform, non-glare illumination of the gridiron and the stands.

One important result of the new Orange Bowl lights will be natural color for NBC-TV viewers. But there is another effect that will gladden the hearts of the millions of true football fans who will be tuned in.

"Coaches who have worked under other lighting conditions say the game can be played better in the Orange Bowl," asserts Svend Bruun, the New York consultant who worked on the project.

"The system is better for players, as well as viewers," says Mr. Bruun, "because it helps to eliminate deep shadows and reduces glare to a minimum. It also means the football can be seen better against the dark night sky."

With a promise of perfect conditions for football and TV color reception, Miamians are content to ignore another feature of the new lighting system as somewhat superfluous. It happens to be hinges on the mounting poles that permit the lights to be laid down for safety -- in case of a hurricane.

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NBC-New York, 12/8/64





2-X-H NBC TRADE NEWS

HALLMARK TO SPONSOR "AM AHL AND THE NIGHT VISITORS"

- - -  
Menotti's Opera to Be Colorcast Dec. 20

The fifteenth presentation of Menotti's Christmas opera "Amahl and the Night Visitors" will be sponsored by Hallmark Cards on the "Hallmark Hall of Fame" Sunday, Dec. 20 (NBC-TV Network colorcast, 4-5 p.m. EST). (NOTE: This program was originally announced for an hour earlier on the same date.)

Hallmark sponsored the opera for its world premiere Dec. 24, 1951, and returned as sponsor for four additional telecasts. The agency for Hallmark is Foote, Cone and Belding Inc.

"Amahl and the Night Visitors," the tender story of a lame boy miraculously cured when he offers his crutch as a gift to the "child" during the visit of the Three Kings, won the nation's affection when it was first presented. Breaking precedent, newspapers reviewed the TV opera on the front pages as a major story. It has since won a wide following the world over, having been presented in many languages, including Japanese.

The cast includes Kurt Yaghjian as Amahl, Martha King as the mother, Richard Cross, Willis Patterson and John McCollum as the Three Kings and Julian Patrick as the page. Herbert Grossman is the conductor.

This production was taped last season in color with an all-new cast, new sets and new costumes. The late Samuel Chotzinoff, who originally commissioned Menotti to write the opera for NBC, was the producer. Kirk Browning was the director, Sets are by Frank Skinner, and costumes by Lewis Brown. The choreographer was Donald McKayle.

-----o----- NBC-New York, 12/9/64



## NBC TRADE NEWS

December 9, 1964

ONE OF LARGEST SINGLE TELEVISION SALES TRANSACTIONS EVER  
COMPLETED WITH SPAIN ANNOUNCED BY NBC INTERNATIONAL;  
PURCHASES BY MANY OTHER LANDS ALSO LISTED

One of the largest single sales transactions ever completed with Spain by NBC International, a division of NBC Enterprises, was announced today by George A. Graham Jr., Vice President in charge of NBC Enterprises. Spain purchased 137 hours of programming for telecasting on Television Espanola (TVE), the Spanish network, Mr. Graham said.

Included in the sale were: 52 hours of "Bonanza" (bringing Spain's total hours of that series to 143), a renewal of news and public affairs specials, "The Richard Boone Show," "The Dick Powell Show" and "Car 54, Where Are You?"

The period between Nov. 13 and Dec. 5 was highlighted by sales of a wide selection of NBC International's properties.

"Bonanza," NBC-TV's globe-girdling Western series, now in its sixth year, was bought by Canberra TV Ltd. and Country TV Services Pty. Ltd., Australia; Belgische Radio En Televisie, Belgium; Sudan TV; Jamaica TV, Bermuda TV; Mauritius TV; Aden TV; and Ethiopia TV.

Other entertainment shows sold, Mr. Graham said, were: "Kentucky Jones," "National Velvet," "Loretta Young Theatre," "Laramie," "Temple Houston," "The Jonathan Winters Specials," "The Bob Hope Specials," "Harris Against the World," "Tom, Dick and Mary," "Danger Is My Business," "Dr. Kildare" and "Profiles In Courage."

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NBC News and Public Affairs Specials included "John F. Kennedy Remembered," "Shakespeare: Soul of an Age," "Ganges: Sacred River," "Greece: The Golden Age," "Amahl and the Night Visitors," "The Warren Report," "Japan -- East Is West," "Small Town, U.S.A.," and "Victory at Sea."

An unusually wide sample of the 300 stations in 80 countries where NBC International has clients was included in these sales, Mr. Graham added. Among them were: Taiwan Television Enterprises Ltd., Taiwan; Rediffusion Ltd., Hong Kong; Austarama Pty. Ltd., Australia; Montecarlo TV, Uruguay; Radio Caracas TV, Venezuela; Channel 4, Mexico City, Mexico; THAI-TV, Thailand; Inter-Island Broadcasting Co., the Philippines; Barbados TV, Barbados; Fa. Telepool G.M.B.H., Austria; Norsk Rikskringkasting, Norway; Ceskoslovensky Filmexport, Prague, Czechoslovakia; Nederlandse Televisie Stichting, Holland; Bulgarian TV, Bulgaria; and French CBC, Canada.

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NBC-New York, 12/9/64





## NBC TRADE NEWS

December 9, 1964

### WHPL REJOINS NBC RADIO NETWORK

WHPL, Winchester, Va., has become reaffiliated with the NBC Radio Network, it was announced today by Tom Knode, Vice President, Station Relations, National Broadcasting Company. The affiliation became effective Dec. 1.

WHPL is operated by Shenval Broadcasting Corporation. Edwin Fischer is the owner and John P. Bell Jr. the General Manager.

The station operates from 5:30 a.m. to 12 midnight on 500 watts at 610 KC.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 9, 1964

## 'THE DECISION TO DROP THE BOMB'

90-Minute 'NBC White Paper' Telecast of Jan. 5, Will Review  
Events Leading to Dropping of First A-Bombs 20 Years Ago

On Tuesday, Jan. 5 (8:30-10 p.m. EST) on the NBC-TV Network, NBC News will present a 90-minute special "White Paper" report commemorating the 20th anniversary of the event that initiated the nuclear age, the electronic age, the space age, the age of anxiety and all the other ages that describe man and his environment today: "The Decision to Drop the Bomb."

William R. McAndrew, Executive Vice President in charge of NBC News, said the program will cover all the events leading up to the dropping of the first atomic bombs on Hiroshima and Nagasaki, beginning with the death of President Franklin D. Roosevelt.

"The Decision to Drop the Bomb" will be the first offering in this fifth year of "NBC White Paper" programs. It is the first to run 90 minutes. These special programs again will be narrated by NBC News correspondent Chet Huntley and produced by NBC News under Irving Gitlin, Executive Producer of Creative Projects.

Producer-writer Fred Freed and associate producer-director Len Giovannitti, who combined on the two "White Papers" on Cuba which won Emmy Awards last year, have teamed up again for "The Decision to Drop the Bomb."

Freed and Giovannitti took their cameras over much of the United States, to London, Japan and Berlin to film footnotes to history

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by some 50 of the persons most responsible for the development and use of the bomb for the Allies and the conduct of the Imperial Japanese government at the time.

Together with newsreel footage of the events themselves and much hitherto classified information, these 20-years-later afterthoughts enable the "NBC White Paper" to present a comprehensive document of the hazards and terrific gamble by the Allies in developing the bomb, the arguments for and against using it, the final awesome decision by President Harry S. Truman to use the weapon without prior warning and the now familiar but still terrifying evidence of the holocausts in Hiroshima wrecked by the bomb.

The list of persons who will comment during the course of the program indicates the special's scope and depth of purpose.

In addition to former President Truman, some of those included in the program are Dr. Edward Teller, "father" of the H-bomb; Dr. Leo Szilard, one of the physicists who first solved the mystery of the atom and who later opposed the use of the bomb; James F. Byrnes, who was Secretary of State at the time; Robert Lewis, co-pilot of the Enola Gay, the plane that dropped the bomb on Hiroshima; Robert Oppenheimer, the physicist who headed the Los Alamos group in the development of the bomb, and Lt. Gen. Leslie Groves, who headed the Manhattan Project, which was the best kept secret of the war.

Also on the program are several Japanese ministers and officials who recall the atmosphere in Japan at the time and bear out President Truman's assertion that thousands of American soldiers would have been killed in an invasion of the Japanese mainland had the bomb not been used to end the war.

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The finality of the bomb, punctuated by the complete chaos in Tokyo as some military leaders commit suicide and others try to isolate the Emperor so a proclamation of surrender cannot be delivered, give vivid testimony to the end of not only a war, but of an age, and the beginning of an era that is still with us, with its problems not only unsolved, but more complex and cataclysmic than ever before.

----- NBC-TV PROGRAM HIGHLIGHT JAN. 5 -----

NBC WHITE PAPER: "The Decision to Drop the Bomb"

-- NBC News presents a special 90-minute "White Paper" report on the events leading to the use of the atomic bomb against Japan to end World War II.

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NBC-New York, 12/9/64







## HOLIDAY NEWS FROM NBC

December 9, 1964

BOB HOPE'S CHRYSLER COMEDY SPECIAL TO PRESENT PRE-YULETIDE  
MERRIMENT WITH MARTHA RAYE, KATHRYN CROSBY, NANCY WILSON,  
THE BEACHBOYS AND SPECIAL GUEST JAMES GARNER (AS SANTA)

Spoofs of "Televisionland" with Martha Raye and Kathryn (Mrs. Bing) Crosby, hit songs by Nancy Wilson and the Beachboys, and an adventure with Santa Claus, played by special guest James Garner, will be wrapped up as a pre-Yuletide offering on "Chrysler Presents A Bob Hope Comedy Special" Friday, Dec. 18 (NBC-TV, 8:30-9:30 p.m. EST, in black and white).

Peter Leeds, Jerome Cowan and Dolores Faith will be featured in sketches and Les Brown and his Band of Renown will supply the musical background for the full-hour program. Jack Shea directs and Mort Lachman is associate producer.

Hope salutes the holidays in his opening monologue and comments on current events at home and around the world.

In the "Pitiful Place" sketch, life along one of the most tear-stained streets in "Televisionland" is lived bravely by George and Dorothy Henderson (Hope and Miss Raye) when they learn the truth about their daughter Betty (Miss Raye) and her boyfriend Dexter (Hope).

Another sketch, "Flip-Top Jungle," finds the "king" of commercial actors, Rex Unsaturated (Hope), slipping from his throne and hiding the fact from his lovely wife, Polly (Kathryn Crosby).

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2 - 'Chrysler Presents A Bob Hope Comedy Special'

Miss Wilson sings "I'm Beginning to See the Light" and "Music That Makes Me Dance" from the Broadway musical "Funny Girl."

The Beachboys offer their Christmas hit, "The Man with All the Toys" and "Dance, Dance, Dance."

In the final sketch, "Christmas in the Kremlin," Santa Claus (Garner) is shot out of the sky over Moscow and his interrogator, Col. Borscht (Hope) resorts to using a brainwash expert, exotic Tanya (Miss Faith) to keep jolly old St. Nick from his appointed rounds.

The program was written by Mort Lachman and Bill Larkin, John Rapp and Lester White, Charles Lee and Gig Henry with Norman Sullivan as consultant.

-----NBC-TV PROGRAM HIGHLIGHT DEC. 18-----

CHRYSLER PRESENTS A BOB HOPE COMEDY SPECIAL: Bob Hope's pre-Yuletide merriment spotlights Martha Raye, Nancy Wilson, the Beachboys and Kathryn (Mrs. Bing) Crosby, with special guest James Garner as Santa Claus.

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NBC-New York, 12/9/64



NBC COLOR TELEVISION NEWS



HOLLYWOOD FOREIGN PRESS ASSOCIATION'S GOLDEN GLOBE AWARDS

DINNER WILL BE COLORCAST LIVE ON "THE ANDY WILLIAMS SHOW"

- - -

Movie Star Awards Ceremonies at Los Angeles' Cocoanut Grove Feb. 8

"The Andy Williams Show" will colorcast the 12th annual Golden Globes Award Dinner live from the famed Cocoanut Grove in Los Angeles Monday, Feb. 8 (9-10 p.m. EST), as part of its regular series.

Andy's production company, Barnaby Productions, and producer Bob Finkel's Teram Productions recently concluded arrangements for the rights to televise the Golden Globe Awards, according to an announcement by Alan Bernard, Executive Vice President, Barnaby Productions.

The Golden Globe Awards, presented by the Hollywood Foreign Press Association, are symbolic of star popularity throughout the world. The Hollywood membership of the Foreign Press Association represents media in 50 countries with a readership of more than 150,000,000.

In recent years, probably because more than half of Hollywood's motion picture income is derived overseas, the Golden Globe Awards have attracted larger turnouts of stars than the Motion Picture Academy Oscar Awards.

Awards to be presented include the C. B. DeMille award -- similar to the Thalberg Award of the Motion Picture Academy -- and "world favorite male" and "world favorite female" stars both to be decided by a poll of readers of foreign newspapers.

Bob Finkel will produce and Bob Henry will direct.

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NBC-New York, 12/9/64





# NBC TELEVISION NETWORK NEWS

December 9, 1964

BURGESS MEREDITH TO PORTRAY NEW PRINCIPAL IN 'MR. NOVAK' SERIES

- - -  
Noted Performer Replaces Ailing Dean Jagger

Burgess Meredith, stage, film and television star, will replace the ailing Dean Jagger in NBC-TV's "Mr. Novak" series. Jagger withdrew by order of his doctor.

Meredith, an outstanding personality in showbusiness, will portray Jefferson High School's new principal, Martin Woolridge. ("Mr. Novak," with James Franciscus in the title role, is presented Tuesdays, 7:30-8:30 p.m. EST.)

Meredith, 55, was born in Cleveland, Ohio. He attended the Choir School of the Cathedral of St. John the Devine in New York City; preparatory school in Hoosick Falls, N.Y.; and Amherst College, from which he holds an honorary Master's degree. He made his Broadway debut in "Little Ol' Boy," had another Broadway role in "She Loves Me Not," and then was signed by NBC for title role in the "Red Davis" radio series

His many screen credits include "Winterset," "Idiot's Delight," "Of Mice and Men," "The Man on the Eiffel Tower," "The Story of GI Joe" and many others. Broadway plays in which he has starred include "Winterset," "High Tor" and "The Star Wagon," all written expressly for him by Maxwell Anderson.

Meredith has appeared in many TV drama series including "The Eleventh Hour," "Sam Benedict," "Naked City" and others. In recent years he has turned his talents to directing, and worked in this capacity on the film, "The Man in the Eiffel Tower," and in stage productions including "Macbeth" and "The Frogs of Spring."

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## HOLIDAY NEWS FROM NBC

December 9, 1964

'CHRISTMAS CARD TO THE NATION' WILL BE COLORCAST

Sammy Davis, Luboff Choir, Gary Graffman, Jan McArt to Join  
In Holiday Show of Music, Narrative, Performing Toys

NBC will colorcast its "Christmas Card to the Nation," a jumbo holiday show of music, narrative and special features, on Christmas Eve, Thursday, Dec. 24 (11:15 p.m.-12 midnight EST). The talent roster will include Sammy Davis, the Norman Luboff Choir, pianist Gary Graffman and soprano Jan McArt, Skitch Henderson conducting the NBC Orchestra, and Howard Reig as narrator.

Sammy Davis will read "'Twas the Night Before Christmas" to a group of 10 children of United Nations personnel. Seven-year-old Tad Holmes will read from the Bible.

Gary Graffman will be soloist with the orchestra in a movement, yet to be selected, from a Tchaikovsky piano concerto, and Miss McArt will be heard in a medley of Christmas songs.

A large group of old-fashioned toys will perform, and Joe Klein at the carillon will play a medley of holiday songs ("Christmas Child," "Away in a Manger," "O, Tannenbaum" and "Greensleeves").

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2 - 'Christmas Card to Nation'

Selections by the Norman Luboff Choir will be a holiday medley ("Joy to the World," "O Little Town of Bethlehem" and "Hark, the Herald Angels Sing") and "Drummer Boy."

Skitch Henderson will lead the orchestra in "Have Yourself a Merry Little Christmas," "Parade of the Wooden Soldiers,"

"Johnny Has Gone for a Soldier," "The 19th of July" and, as finale with the full company, "Silent Night."

George A. Heinemann will be the executive producer. Richard Schneider will be the producer-director, and James Aldrich will write the script.

-----NBC-TV PROGRAM HIGHLIGHT DEC. 24-----

NBC'S "CHRISTMAS CARD TO THE NATION" -- Music, narrative and special features; with Sammy Davis, Norman Luboff Choir, pianist Gary Graffman, soprano Jan McArt, performing toys. NBC Orchestra conducted by Skitch Henderson. (Color.)

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NBC-New York, 12/9/64





# NBC SPORTS

A DEPARTMENT OF NBC NEWS

December 9, 1964

## FILM CREW GOES TO HAWAII TO SHOOT FINAL FOUR ROUNDS OF ACTION IN 'BIG THREE GOLF' COLORCASTS

A film crew at work on NBC-TV's "Big Three Golf" series, featuring Arnold Palmer, Jack Nicklaus and Gary Player in weekly 18-hole matches, moved into Hawaii this week to shoot the final four rounds of action.

The full-hour series will be colorcast over the network for eight consecutive Saturdays beginning Jan. 30 (5-6 p.m. EST).

The first four rounds of the series were filmed last month at the famed Firestone Country Club in Akron, Ohio. The final four rounds are being filmed at Hawaii's new Mauna Kea Beach golf course on the Kona coast. Designed by world-famous golf architect Robert Trent Jones, the 7,200-yard championship layout is at the foot of Mauna Kea, an extinct volcano.

Palmer, Nicklaus and Player are engaging in a series of 18-hole, medal-play matches, with each gaining one point for every opponent he defeats and a half-point for a tie. The golfer scoring the most points at the end of the eight rounds will receive \$50,000, the runner-up \$25,000 and the last man \$10,000.

Bob Rosburg, former PGA champion, narrates the series.

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December 10, 1964

JULIE ANDREWS ENTERS EXCLUSIVE AGREEMENT WITH NBC  
TO STAR IN A NUMBER OF COLOR TELEVISION SPECIALS

Julie Andrews, who followed Broadway musical successes with motion picture hits, has entered into an exclusive agreement with the National Broadcasting Company to star on a number of musical color specials on the NBC Television Network.

Announcement of the agreement was made today by Mort Werner, Vice President, Programs, NBC-TV Network, who said that the first special starring Miss Andrews will be presented in the Spring of 1965 and the second during the following Fall.

"NBC is delighted to obtain the services of this most versatile star whom we consider to be one of the world's most talented performers," Mr. Werner said. "Miss Andrews' past rare television appearances garnered acclaim from audiences and critics alike and we are sure she will have the same success on her new TV specials as she has had on Broadway and in Hollywood films."

The contractual agreements were concluded between NBC and Miss Andrews' representatives, Chasin-Park-Citron agency and Charles Tucker of London, England.

Miss Andrews, the original Eliza Doolittle of Broadway's "My Fair Lady," faced her first New York audience at the Royale Theatre Sept. 30, 1954, in "The Boy Friend," an imported British musical

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lampooning the foibles of the 1920s. Born at Walton-on-Thames in 1935, Miss Andrews made her professional acting debut in "Starlight," a revue at the London Hippodrome in 1948. She won the role of Polly Browne in "The Boy Friend" after her performance in the title role of "Cinderella" at the Palladium. Following her "Fair Lady" role, Miss Andrews starred in "Camelot" on Broadway. She is currently seen on theatre screens starring in "Mary Poppins" and "The Americanization of Emily," which will be followed next Spring by "The Sound of Music." Miss Andrews' TV credits include a Carnegie Hall special, a musical version of Maxwell Anderson's "High Tor" with Bing Crosby, a musical "Cinderella," "The Broadway of Lerner and Loewe" salute with Richard Burton, Maurice Chevalier and others; the Ed Sullivan, Dinah Shore and Jack Benny shows, and "The Andy Williams Show" of Monday, Nov. 30.

The dates of NBC's Julie Andrews color specials will be announced.

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NBC-New York, 12/10/64



## NBC TRADE NEWS

December 10, 1964

### BROWN & WILLIAMSON BUYS SPONSORSHIP IN FOUR MAJOR BOWL GRID GAMES ON NBC-TV

The Brown & Williamson Tobacco Corp. has purchased sponsorship in four major football Bowl games to be televised on NBC-TV, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The Bowl games in which Brown & Williamson will advertise are the Sun Bowl, Saturday, Dec. 26; the Sugar Bowl, in color, Friday, Jan. 1; the Orange Bowl, the first nighttime bowl game, in color, Friday, Jan. 1; and the Senior Bowl, in color, Saturday, Jan. 9.

The order was placed through Ted Bates & Co.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 10, 1964

"THE FRENCH REVOLUTION" WILL BE NBC NEWS COLOR SPECIAL  
OPENING NBC NEWS' "OF MEN AND FREEDOM" SERIES

"The French Revolution," a special colorcast about a period considered as one of the gateways between medieval and modern times, will be presented by the NBC-TV Network Tuesday, Jan. 26 (10-11 p.m. EST), William R. McAndrew, Executive Vice President in charge of NBC News, announced today.

The program is a detailed look at the turbulent 12 years at the end of the 18th Century that saw the demise of Royalist France, the birth of the French Republic and the rise of Napoleon Bonaparte, who usurped power and became dictator of France.

It is the first entry in the NBC News "Of Men and Freedom" series, which will attempt to dramatize significant events in history that have become the foundations of modern Western man. All the programs are being produced by George A. Vicas, head of the NBC News European Production Unit, whose documentary, "The Kremlin," gained world-wide acclaim last year.

The Vicas technique in "The Kremlin" has been carried further in the filming of "The French Revolution." In the program, NBC News correspondent Bernard Frizell will present the prologue and epilogue, and actor Michael Redgrave will narrate the body of the story. But no actors will be seen.

Instead, Vicas has made resourceful use of his television cameras at all the actual locales where the events took place about 175

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA NEW YORK, N. Y. 10020

(more)





years ago to re-create not only the events themselves, but the passions and motives of the outstanding leaders of the age and of the mob, which often represented the moving force in France at the time.

Thus, not actors, but the camera and the audience storm the Bastille, live the final confusion-filled days of the monarchy and experience the beheading of King Louis XVI and the empty umbrellas which carried thousands to a similar fate at the guillotine.

The civil and foreign wars that rocked France, but which also forged an empire, are realistically recounted without a single man falling in battle before the cameras.

In like manner, the flavor and philosophies of the succession of leaders who ruled France during those days are aptly recaptured by descriptions of their actions and quotations of their statements by Redgrave, while the camera continues its parallel course through the palaces, the meeting halls and the battlefields that are the landmarks of the revolution.

Vicas said that "The French Revolution" six months in the making, "dwarfs" his previous productions. He sees it as a fitting beginning for the entire "Of Men and Freedom" series, which so far will include programs on the Middle Ages, the Reformation and the Spanish Armada.

NBC-TV PROGRAM HIGHLIGHT JAN. 26

"THE FRENCH REVOLUTION" -- NBC News presents a re-creation of a significant event that has helped shape the course and character of modern times.  
(Color.)

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NBC-New York, 12/10/64





## HOLIDAY NEWS FROM NBC

December 10, 1964

FILM REPORT ABOUT THE BEDSIDE NETWORK, WHICH PROVIDES ENTERTAINMENT TO VETERANS' HOSPITALS, SCHEDULED ON "TODAY" DAY BEFORE CHRISTMAS

A film report about the Bedside Network for hospitalized veterans, showing the volunteer work of well-known entertainers and industry personnel assisting hospital patients record special Christmas programs, will be telecast on NBC-TV's "Today" program the morning before Christmas, Thursday, Dec. 24 (during the 8:30-9 a.m. segment of the 7-9 a.m. EST show).

The Bedside Network, a year-around project of the Veterans Hospital Radio and Television Guild, is a unique service in which broadcasters and professional performers volunteer to assist hospitalized patients produce weekly radio shows. The programs are recorded and then "broadcast" to a network of earphone radios and public-address systems in Veterans Administration hospitals to entertain the patients.

The report, by "Today" reporter Barbara Walters, was filmed at Kingsbridge Veterans Hospital in the Bronx, N. Y. Among the 30-odd Bedside Network volunteers active the night of the filming, and interviewed by Miss Walters, were actress Barbara Britton, seen assisting hospitalized veterans produce and record "The Christmas Carol"; and

(more)





singer Kay Elliot and composer-lyricist Dorothy Fields, seen leading another group of patients singing Christmas carols. The performances by the patients will be replayed on the hospital's "bedside network" on Christmas eve.

Miss Walters also interviewed some of the over 1,300 patients in the hospital, as well as television executive Herb Granath, president of the Bedside Network, and singer Jean Tighe, one of the founders of the 16-year-old volunteer service.

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NBC-New York, 12/10/64



# NBC SPORTS

A DEPARTMENT OF NBC NEWS

THREE GOLF STARS OF NBC-TV'S "BIG THREE GOLF" COLORCASTS  
NAMED IN FIRST ALL-AMERICA SELECTION IN GAME'S HISTORY

FOR RELEASE MONDAY, DEC. 14

The three golf stars of NBC-TV's new sports series, "Big Three Golf," were named today (Dec. 14) as members of the first golf All-America selection in the history of the game. They are Arnold Palmer, Jack Nicklaus and Gary Player.

Balloting by more than 400 members of the Golf Writers Association of America, together with sportscasters who regularly cover golf on TV and radio, was sponsored by Golf magazine. The 1964 All-America roster is announced in its current edition. Other outstanding pros similarly honored are Bobby Nichols, Ken Venturi, Tony Lema, Julius Boros, and Billy Casper.

Although Gary Player is a native of South Africa, he was accorded All-America honors on the basis that he had acquired sufficient credits in U. S. tournaments during the year.

"Big Three Golf" will be colorcast on eight successive Saturdays, beginning Jan. 30 (5-6 p.m. EST), on the NBC-TV Network. Palmer, Nicklaus, and Player will compete with each other in the filmed series for prize money totaling \$85,000.

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December 10, 1964

MEDICINE BOW GENERAL STORE IN 'THE VIRGINIAN' SERIES  
IS OPEN FOR REAL BUSINESS -- BUT NOT ON CAMERA

The Medicine Bow general store seen in the background in NBC-TV's "The Virginian" series isn't the sleepy, back-country establishment it appears to be.

Actually it's doing a thriving business and has shown a healthy profit during the three years the 90-minute color series (Wednesdays, 7:30-9 p.m. EST) has been in production.

Hidden behind the store's stock of 1890 merchandise are counters stocked with candy, soft drinks, magazines and other sundries of the modern day. Sliding panels conceal the goods from the camera.

Executive producer Frank Price conceived the idea of a store within a store. Since Medicine Bow is located in the far reaches of Universal City Studio's huge backlot, "The Virginian" crew and actors, often numbering over 100 persons, are separated from the studio commissary by a harbor, several city streets, a few Indian trails, and various other sets -- a 10-mile distance.

To provide the conveniences of modern life to the isolated company, Price had the hidden store installed.

When they say, "The Old West isn't what it used to be," they may be talking about Medicine Bow's country store where a tough cowpoke can mosey up the counter and order some of those newfangled ice cream pops, candy bars or chewing gum.

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December 11, 1964

SALES TOTALING \$16,000,000--THE LARGEST ONE-MONTH TOTAL IN  
HISTORY OF NBC-TV DAYTIME SALES--RECORDED DURING NOVEMBER

Sales totaling \$16,000,000 (more than half of which represents new business) -- the largest one-month total in the history of NBC-TV Daytime sales -- were recorded during November, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

"This record-breaking sales month brings to \$24,000,000 the amount of Daytime sales made in the last eight weeks. A total of 38 advertisers contributed to this highest daytime total in our history, which is clear-cut evidence of increased advertiser recognition of NBC-TV's continuing strong performance in daytime television," Mr. Hergen said.

The November Daytime sales volume was highlighted by two consecutive weeks -- the weeks of the 20th and the 27th -- during which sales totaling over \$4,500,000 were recorded.

Sponsorship orders were placed in "Make Room for Daddy," "What's This Song?" "Concentration," "Jeopardy," "Say When," "Truth or Consequences," "Let's Make a Deal," "Moment of Truth," "The Doctors," "Another World," "You Don't Say!" "The Match Game," and "NBC News Morning Report."

In addition, orders were also placed in six NBC-TV Saturday morning programs, "The Hector Heathcote Show," "Fireball XL5," "Underdog," "Dennis the Menace," "Fury" and "Exploring."

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December 11, 1964

AUTOLITE DIVISION OF FORD BUYS SPONSORSHIP IN TWO  
NBC-TV PRIME-TIME SHOWS AND IN COVERAGE OF THE  
NATIONAL INVITATIONAL BASKETBALL TOURNAMENT

The Autolite Division of Ford Motor Company has purchased sponsorship in two prime-time NBC-TV programs for 1965 and in coverage of the National Invitational Basketball Tournament, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "Wednesday Night at the Movies," and "Daniel Boone."

The Autolite order was placed through Batten, Barton, Durstine & Osborn Inc.

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December 11, 1964

UNION CARBIDE BUYS SPONSORSHIP IN TWO  
NBC-TV PRIME-TIME PROGRAMS FOR 1965

Union Carbide Corp. has purchased sponsorship in two prime-time NBC-TV programs for 1965, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "Wednesday Night at the Movies" and "The Alfred Hitchcock Hour."

The Union Carbide order was placed through William Esty Company Inc.

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## HOLIDAY NEWS FROM NBC

December 11, 1964

BOB HOPE SETTING OUT ON HIS 13TH ANNUAL 'MERRY CHRISTMAS' TOUR  
TO ENTERTAIN AMERICAN SERVICEMEN OVERSEAS; BIG ROSTER OF STARS  
IN HIS TROUPE VISITING SOUTH VIETNAM AND OTHER PACIFIC AREAS  
- - -  
Highlights to Be Seen in 'Chrysler-Hope Christmas Special' Jan. 15

Bob Hope will visit another military hot spot this year --  
South Vietnam -- during his 13th annual "Merry Christmas" tour to  
entertain American troops overseas.

Hope and his troupe of headliners are scheduled to take off  
Tuesday, Dec. 15 from Los Angeles International Airport for a two-week  
25,000 mile tour of the Far East (Korea), Southeast Asia (Thailand and  
South Vietnam) and the South Pacific (Philippine Islands and Guam).

Janis Paige, Anita Bryant, Anna Maria Alberghetti, Jerry  
Colonna, John Bubbles, the 1964 Miss World (Ann Sydney), Peter Leeds,  
special guest Jill St. John, and Les Brown and his Band of Renown will  
accompany Hope on this year's Yuletide travelthon.

Highlights of the overseas performances will be a 90-minute  
telecast, "Chrysler Presents a Bob Hope Christmas Special," on Friday,  
Jan. 15 (8:30-10 p.m. EST).

Co-sponsored by the Defense Department and the USO, the Hope  
troupe's trek marks the ski-nosed comedian's 24th year of performing

(more)



for servicemen at home and abroad. Project officers on the trip will be Air Force Lt. Colonels Lawrence Glaab and Roland Beasley, of the Adjutant General's office in the Pentagon.

First scheduled stop of the tour will be Korea, where Hope plans five shows ranging in location from famed Bayonet Bowl to a televised performance in Seoul.

The troupe will fly Southwest from Korea to Thailand, a first visit for world-hopping Hope. Here, performances will be at Karat and Bangkok.

On Christmas Eve, Christmas Day and Dec. 26, the troupe will be in South Vietnam, another first for Hope, entertaining U. S. advisory personnel there.

No stranger to the firing line, Hope entertained many times in combat areas during World War II. In previous Christmas USO trips, he took his entertainers to Berlin during the airlift crisis in 1948, to the Korean conflict in 1950, and to Guantanamo Bay, after the Castro takeover of Cuba in 1960.

From Dec. 27, for three days, the troupe will be in the Phillippines first at Clark Field, next at Subic Bay and finally at Sangley Point.

The tour will end on the island of Guam Dec. 30, and the troupe will fly back to Los Angeles.

Jill St. John will be making her first overseas tour with Hope. She co-starred with Bob in two of his Chrysler comedy specials, "The House Next Door" in 1963 and "Have Girls-Will Travel" in 1964. This is Janis Paige's third such trip, and her second to the Far East with Hope. Janis recently completed a long run as star of the Meredith Willson musical, "Here's Love" on Broadway.

(more)





NBC COLOR TELEVISION NEWS



December 11, 1964

HIGHLIGHTS OF ANNUAL KING ORANGE JAMBOREE PARADE  
IN MIAMI TO BE PRESENTED ON NBC COLORCAST JAN. 1

- - -  
Dennis Weaver to Be Host-Commentator

Highlights of the annual King Orange Jamboree Parade in Miami will be televised in color by NBC-TV Friday, Jan. 1 (11 to 11:30 a.m. EST), with Dennis Weaver, star of NBC-TV's "Kentucky Jones" series, as host-commentator.

The parade, one of the major features of the 21-day Orange Bowl Festival, moves through downtown Miami on New Year's Eve, and the taped highlights will be presented the following morning to lead off more than 12 straight hours of NBC-TV's holiday color programming.

The procession will feature 28 marching bands and 52 brilliantly lighted and decorated floats. TV star Jackie Gleason will lead the parade as grand marshal.

Some of the floats projecting this year's theme of "Famous Women" will honor Helen of Troy, Mary Queen of Scots, Queen Isabella, Joan of Arc, Marie Antionette, Catherine the Great, Queen Guinevere, Amelia Earhart and Betsy Ross. Riding each float will be beautiful girls in costumes of that particular era.

The last float in the line of march is traditionally the Queen's float, and will carry the 1965 Orange Bowl Queen, Linda Eglund, and her court of four princesses, Carol Koberlein, Judy White, Sharon Jordan and Pam Gardiner. The float also will have six live cockatoos

(more)



2 - Miami Parade

in cages, an orange fountain in the center and beautiful orange and shocking pink foliage bathed in orange light. Measuring 80 feet long, it is the largest Queen's float ever in an Orange Bowl parade.

Following the King Orange Jamboree Parade colorcast on Jan. 1, NBC-TV will televise, live and in color, the Tournament of Roses Parade in Pasadena, Calif. (11:30 a.m. EST), the Sugar Bowl Game in New Orleans (1:45 p.m. EST), the Rose Bowl Game in Pasadena (4:45 p.m. EST) and the Orange Bowl Game in Miami (7:45 p.m. EST).

NBC-TV PROGRAM HIGHLIGHT JAN. 1 -

KING ORANGE JAMBOREE PARADE -- Taped highlights of annual New Year's Eve procession in Miami featuring beautiful girls and colorful floats. Dennis Weaver is the host-commentator. (Color.)

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NBC-New York, 12/11/64





# NBC TELEVISION NETWORK NEWS

December 11, 1964

## SERIES PREMIERE

FIRST WEEK'S STORYLINES FOR 'MOMENT OF TRUTH,' MONDAY-THROUGH-FRIDAY DAYTIME DRAMA SERIES
--

Dr. Robert Wallace, an associate professor of clinical psychology at Carlyle University, differs with his wife, Nancy, on his prospects of filling the opening of a full professorship, in the premiere episode of NBC-TV's new daytime drama series, "Moment of Truth," Monday, Jan. 4 (2 p.m. EST).

Dr. Wallace has an outside, private practice, and one of his patients is Mrs. Leeds, wife of a millionaire who is a member of Carlyle's board of trustees. She has marital and age problems.

Douglas Watson and Louise King star as Robert and Nancy Wallace, and Michael Dodds and Barbara Pierce as their children, Johnny and Sheila. Mr. and Mrs. Leeds are portrayed by Robert Goodier and Lynne Gorman. John Bethune portrays Dr. Gil Bennet, an associate who is very jealous of Dr. Wallace and Ivor Barry plays Dr. Wingate, head of the psychology department at Carlyle.

Storylines for the rest of the week are:

Tuesday, Jan. 5 -- Dr. Wallace receives a call from Mr. Leeds and learns that Mrs. Leeds didn't come home after her session. Soon after, she arrives at the Wallaces intoxicated.

Wednesday, Jan. 6 -- Dr. Wingate informs Dr. Wallace that Mr. Leeds has charged that he is having an affair with his wife, and that he has been suspended from the university without a hearing.

(more)



Thursday, Jan. 7 -- Regardless of the charges, Dr. Wallace tells Mrs. Leeds that she can continue as his patient. Meanwhile, Wallace learns that his son, Johnny, has been hospitalized with tetanus.

Friday, Jan. 8 -- Johnny's chances for recovery are about 50-50. The Wallaces' daughter, Sheila, blames her father for Johnny's illness because he didn't give him a tetanus shot after he removed the fish hook that caused the illness.

"Moment of Truth" is produced by John Trent. Robert Maxwell is the packager of the series that is taped in Toronto, Canada, and also scheduled on the Canadian Broadcasting Corporation's network.

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NBC-New York, 12/11/64



## NBC COLOR TELEVISION NEWS



### PRODUCTION APPOINTMENTS ANNOUNCED FOR 'HULLABALOO'

The production staff members of NBC-TV's new full-hour musical show for young people, "Hullabaloo," which will be seen on NBC-TV in color, Tuesday nights from 8:30-9:30 p.m. EST, beginning Jan. 12, were announced today.

As previously announced, the show will be produced by Gary Smith, whose credits include "The Judy Garland Show," several seasons as art director of Perry Como telecasts and producer-director of several "Bell Telephone Hour" programs and the NBC-TV Summer series of the New Christy Minstrels.

"Hullabaloo" will be directed by Steve Binder, who has been director of "The Steve Allen Show," "The Edie Adams Show," the syndicated series "The Oscar Brown Show," and "The TAMI Show" (a closed circuit production which won favorable mention in the trade press).

The program will be written by Frank Peppiat and John Aylesworth, who have worked together on the Judy Garland, Perry Como and Andy Williams shows, among others. It will have as its music director the conductor-arranger Peter Matz. Choreography will be by David Winters and scenic design by Gene McAvoy. Jim Stanley will be the associate producer of "Hullabaloo."

The program will originate in color from NBC-TV's Peacock Studio in the RCA Building, New York City.

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NBC-New York, 12/11/64





NBC COLOR TELEVISION NEWS



CREDITS FOR 'HULLABALOO' COLORCASTS ON NBC-TV

Program: "Hullabaloo"

Time: NBC-TV colorcasts, Tuesdays, 8:30-9:30 p.m.  
EST

Hosts: Various (for the premiere of Jan. 12:  
Jack Jones.)

Format: A full-hour music-and-comedy show, ranging  
from musical comedy to folk music, from  
sophisticated nightclub fare to "big  
beat music" -- all with appeal to young  
people.

Weekly segment taped in  
London: Pop music impresario Brian Epstein, who  
will introduce various British performers.

Producer: Gary Smith

Associate Producer: Jim Stanley

Director: Steve Binder

Writers: Frank Peppiat and John Aylesworth

Choreographer: David Winters

Music Director: Peter Matz

Scenic Designer: Gene McAvoy

Assistant to Producer: Lee Miller

Lighting Director: Bill Klages

Technical Director: Heino Ripp

Audio Director: Neal Smith

Origination: NBC-TV's Peacock Studio, RCA Building,  
New York City.

Sponsors: Various

NBC Press Representative: Betty Lanigan (New York)

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NBC-New York, 12/11/64



## NBC RADIO NETWORK NEWS

December 11, 1964

CORRECTION, PLEASE

WHPL, Winchester, Va., joined the NBC Radio Network on Dec. 1. (NOTE: In story released Dec. 9, it was incorrectly stated that the station "has become reaffiliated" with the network.)

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 11, 1964

FRANK McGEE TO BE ANCHORMAN OF DEC. 27 NBC NEWS TELEVISION  
SPECIAL REVIEWING 1964 EVENTS; ROSTER OF CORRESPONDENTS  
AND THEIR TOPICS ARE ANNOUNCED FOR HOUR PROGRAM

NBC News correspondent Frank McGee will be anchorman on the full-hour special to be presented Sunday, Dec. 27 (NBC-TV, 4-5 p.m. EST), which will review 1964 events and developments on the world scene. This program, as announced, preempts the "Sunday" telecast of that date.

Several NBC News correspondents will appear on the program, each assigned to a particular area of news that affected Americans' lives during the past year.

Frank McGee, in addition to his anchor duties, will review developments in trouble spots throughout the world, and news in the area of religion. John Chancellor will be concerned with U. S. politics, culminating in the national elections. Edwin Newman will discuss books, movies and plays. Bill Ryan's topic is fashions. Herbert Kaplow will review civil rights and the law, and Jay Barbree will report on developments in science and the space race.

Aline Saarinen will review culture and the arts, Elie Abel will cover world politics, and Joe Garagiola the top sports events of the year.

Craig Fisher will produce the special program for NBC News.

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TWO MOVIE ROLES FOR JAY NORTH, TITLE STAR OF 'DENNIS THE MENACE'

Jay North, title star of NBC-TV's "Dennis the Menace" (Saturdays, 11 a.m. EST), has completed a starring role in the soon-to-be-released movie, "Zebra in the Kitchen." Soon, the 14-year-old actor will fly to India, where he will co-star with Clint Walker in an adventure story, "Maya the Magnificent." Jay's trip to India will be his first outside the continental United States.

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NBC-New York, 12/11/64



December 14, 1964

NBC'S MIMI HOFFMEIR CHOSEN TO REPRESENT U.S. WOMEN  
IN BBC RADIO SERIES, "ABROAD IS DIFFERENT"

Mimi Hoffmeir, Manager, Program Analysis, NBC, has been chosen to represent the women of the United States for the British Broadcasting Corporation radio series, "Abroad Is Different." A 25-minute interview with Miss Hoffmeir has been taped for broadcast on the BBC Thursday, Dec. 31.

"Abroad Is Different" will present interviews with women from around the world, who maintain both a career and a home and family. The object of the series is to reflect the influence of the society in which she lives upon the woman -- and also the woman's influence on her society.

BBC's Douglas Stuart conducts the interview with Miss Hoffmeir. Women from four other countries are interviewed in additional programs in the BBC series.

In private life, Miss Hoffmeir is Mrs. Edward Brother. She resides in Wilten, Conn., with her husband and two daughters.

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## NBC RADIO NETWORK NEWS

December 14, 1964

### KDTH JOINS NBC RADIO NETWORK

KDTH, Dubuque, Iowa, today became affiliated with the NBC Radio Network, it was announced by Tom Knode, Vice President, Station Relations, National Broadcasting Company.

F. Robert Woodward Jr., is General Manager of KDTH, which is owned and operated by the Dubuque Telegraph Herald. KDTH operates full time on 1370 KC with power of five kilowatts.

Mr. Knode said, "KDTH serves a tri-state area including Iowa, Illinois and Wisconsin, with a retail sales level nearing \$300,000,000. We welcome the station to the NBC Radio family."

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NBC COLOR TELEVISION NEWS



December 14, 1964

PREMIERE

THE PREMIERE COLORCAST OF "HULLABALOO" WILL HAVE WOODY ALLEN  
NEW CHRISTY MINSTRELS, JOEY HEATHERTON, ZOMBIES AS GUESTS  
- - -  
Jack Jones Is Premiere Host; Brian Epstein's London-Originated  
Segment Also a Highlight of Tuesday, Jan. 12 Hour

Woody Allen, the New Christy Minstrels, Joey Heatherton, and the Zombies have been signed as guest stars on the Tuesday, Jan. 12 premiere of NBC-TV's color musical show "Hullabaloo" (8:30-9:30 p.m. EST). As previously announced, singer Jack Jones will act as host for the first show in the series.

Woody Allen, a comedian with strong appeal to the young audience, toward whom "Hullabaloo" is directed, was introduced to the network television audience by Jack Paar on the "Tonight Show." Subsequently, he has been a frequent guest on NBC-TV's "The Merv Griffin Show," "The Jack Paar Program," "The Tonight Show Starring Johnny Carson" and "That Was the Week That Was."

The New Christy Minstrels, one of the nation's most popular singing groups, starred in their own NBC-TV series in the Summer of 1964. Seven men and two girls make up the group which has toured the United States and Canada in one-night stands which have taken them more than 200,000 miles each year since the group was formed. In addition to singing, each member of the New Christy Minstrels plays several instruments. Top sellers in the recording field, the group entertained at the Washington Armory last January for President Johnson.  
(more)





Joey Heatherton first came to national television prominence when she was featured on Perry Como's TV show. A singer, dancer and actress, the teenage beauty has since appeared on NBC-TV's "The Virginian," Bob Hope's "Chrysler Theatre" series, "Mr. Novak" and "The Tonight Show Starring Johnny Carson."

The Zombies are a singing-instrumental quintet (piano, drums, two guitars and double bass) from St. Albans, England. Great favorites among the young people in England, they came to best-selling record prominence with their recording of "She's Not There." Prior to that, they had played for local clubs and school dances in the Herts area of England, until they won a musical competition sponsored by an English newspaper, and with it, a great following among British teenagers.

The segment of "Hullabaloo" which will be produced in London by pop impresario Brian Epstein will feature English artists also. Their names will be announced later. Epstein, discoverer of the Beatles, is probably the most influential figure in popular music in Great Britain and is credited with having popularized the "English sound."

"Hullabaloo" will be produced by Gary Smith and directed by Steve Binder. It will originate in NBC-TV's Peacock Studio in New York.

NBC-TV PROGRAM HIGHLIGHT JAN. 12

"HULLABALOO" -- Woody Allen, the New Christy Minstrels, Joey Heatherton and the Zombies will be guests, with Jack Jones host, on the premiere of the new colorcast musical series for young people. Pop impresario Brian Epstein will introduce his regular London-originated segment.



# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 14, 1964

## SECRETARY OF STATE DEAN RUSK IN FULL-HOUR DISCUSSION ON NBC NEWS TV SPECIAL JAN. 3

Secretary of State Dean Rusk will participate in an hour-long conversation with two NBC News correspondents, Elie Abel and Robert Goralski, in a special program Sunday, Jan. 3 (NBC-TV, 4-5 p.m. EST).

This NBC News special replaces the "Sunday" show, regularly scheduled at this hour.

Secretary Rusk will discuss a wide range of situations and problems facing the United States around the world.

Elie Abel is NBC News' diplomatic correspondent. Robert Goralski is NBC News' State Department correspondent.

### NBC-TV PROGRAM HIGHLIGHT JAN. 3

NBC NEWS SPECIAL -- Secretary of State Dean Rusk in an hour-long discussion on problems facing the U. S. around the world. With NBC News correspondents Elie Abel and Robert Goralski.

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NBC-TV NETWORK PROGRAM

'FAMOUS ADVENTURES OF MR. MAGOO' AND 'KENTUCKY JONES'  
TO EXCHANGE TIME PERIODS STARTING SATURDAY, JAN. 2

"The Famous Adventures of Mr. Magoo" and "Kentucky Jones," both telecast Saturday nights on the NBC-TV Network, will exchange time slots starting Saturday, Jan. 2.

"Kentucky Jones," which stars Dennis Weaver in the title role and co-stars Rickey Derr as Ike and Harry Morgan as Seldom Jackson, will be telecast 8-8:30 p.m. EST. "The Famous Adventures of Mr. Magoo," starring Jim Backus as the voice of Magoo, will be colorcast 8:30-9 p.m. EST.

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NBC-New York, 12/14/64







## HOLIDAY NEWS FROM NBC

"CELEBRITIES AND THEIR TREES" TO BE SEEN ON "HALLMARK HALL OF FAME"  
FOLLOWING PRESENTATION OF MENOTTI'S "AM AHL AND THE NIGHT VISITORS"

"Celebrities and Their Trees," a special holiday offering, will be seen on "Hallmark Hall of Fame" following the presentation of Menotti's opera "Amahl and the Night Visitors" on the same NBC-TV colorcast Sunday, Dec. 20 (4-5 p.m. EST).

The feature will include the showing of a score of Christmas trees in Hallmark's Fifth Avenue Gallery, which were decorated according to the designs suggested by noted people. The exhibition of these trees is open to the general public as a salute to the New York Children's Aid Society.

Among the celebrities to be seen on the program with trees they have designed are the Rev. Dr. Norman Vincent Peale and Julie Harris, with Roddy McDowall acting as host. Msgr. Timothy Flynn will represent Francis Cardinal Spellman, who has a tree in the collection. Trees with designs by Ogden Nash, Helen Hayes, Phyllis McGinley, Carol Burnett and Jonathan Winters also will be shown.

As previously announced, the color presentation of "Amahl and the Night Visitors" will be the 15th showing of the opera on NBC-TV. The work was commissioned for the NBC Opera Company by the late Samuel Chotzinoff, NBC's General Music Director.

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NBC-New York, 12/14/64



## NBC FEATURE

December 14, 1964

### SELECTED SHORT SUBJECTS COME TO NBC-TV

Latest Will Be "Big Day '65" Following "Wednesday Movie" Dec. 23

Selected short subjects once made in Hollywood for the movie bills of another day are again being made in Hollywood for TV's movie bills of today.

Now in production at NBC-TV is a 10-minute short-shot called "Big Day '65," starring Chuck Connors, Chick Hearn, Rose Bowl Queen Dawn Baker, Orange Bowl Queen Linda Egland and Sugar Bowl Queen Lynn Baughman.

"Big Day '65" is scheduled to air on NBC-TV Wednesday, Dec. 23 (10:50-11 p.m. EST) immediately following the "Wednesday Night at the Movies" presentation of "Atlantis, the Lost Continent" (9 to 10:50 p.m. EST).

Taped in color, except for black and white film clips, the short presents a kaleidoscopic glimpse of activities around the nation on New Year's Day, highlights of the 1964 football season leading to bowl bids at six colleges and sportscaster Hearn's forecast of bowl game scores. William Bennington is producer-director and Art Weingarten the writer.

The program is the second in a series of 10 being made by the network to round out two-hour time blocks after the telecasting of feature films of shorter running time.

First of the selected shorts was a 17-minute nighttime version of "The Match Game," starring Michael Landon and Dennis Weaver with Gene Rayburn as host. It was telecast Dec. 5 following presentation of the feature, "Bad Day at Black Rock."

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CREDITS FOR 'MOMENT OF TRUTH' ON NBC-TV

Time: NBC-TV Mondays through Fridays (2-2:30 p.m. EST),  
premiering Jan. 4, 1965.

Stars: Louise King, Douglas Watson, Ivor Barry, Michael  
Dodds and Barbara Pierce.

Format: Half-hour dramatic series, set in Carlyle  
University, a medium-sized Midwestern university,  
dealing with the problems of a psychology  
professor at the university and in his private  
practice. The main characters are Mrs. Nancy  
Wallace (Louise King); Dr. Robert Wallace,  
associate professor of psychology (Douglas  
Watson); Dr. Russell Wingate, head of Carlyle's  
psychology department (Ivor Barry); and Johnny  
and Sheila Wallace, the Wallaces' children  
(Michael Dodds and Barbara Pierce).

Packaged by Robert Lawrence Productions, Canada.

Producer: John Trent

Director: James Gatwood

Writer: Claire Kennedy

Production  
Assistant: Diane Chamberlain

Sponsors: Various

Unit manager: Peter Eliot

Video Editor: Keith Bennett

Audio: Ron Pledger

Lighting Director: Chris Holmes

NBC Press  
Representative: Fred Espy (New York)





## HOLIDAY NEWS FROM NBC

December 14, 1964

### YULETIDE REMINISCENCES OF HOLLYWOOD AND BROADWAY STARS TO BE BROADCAST ON NBC RADIO'S "MONITOR"

Yuletide reminiscences of Hollywood and Broadway personalities will be broadcast on NBC Radio's "Monitor" throughout the weekend of Saturday and Sunday, Dec. 19 and 20.

Among celebrities to be heard are Bob Hope, Jack Benny, Victor Borge, Deborah Kerr, Anthony Quinn and Robert Morley.

Also, Van Johnson, Leslie Caron, Lorne Greene, Joseph Cotten, Julie Andrews, Robert Preston, Tony Randall, Connie Francis, Tony Bennett, Leo Durocher, Billy Daniels, Steve Lawrence, Alan King, Anna Maria Alberghetti, and Alfred Lunt and Lynn Fontanne.

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December 15, 1964

CHEVROLET BUYS SPONSORSHIP IN NBC-TV WEDNESDAY NIGHT PROGRAMS,  
'THE VIRGINIAN' AND 'WEDNESDAY NIGHT AT MOVIES'

The Chevrolet Division of the General Motors Corporation has purchased sponsorship in NBC-TV's popular Wednesday night programs, "The Virginian" and "Wednesday Night at the Movies," it was announced today by Don Durgin, Vice President, Television Network Sales, National Broadcasting Company.

Chevrolet cited two major reasons for placing the order in NBC-TV's Wednesday night schedule, Mr. Durgin said.

"The principal reason is color programming," Mr. Durgin stated. "'The Virginian' and the majority of 'Wednesday Night at the Movies' are broadcast in color, and Chevrolet has found the presentation of color commercials to be one of their most effective advertising vehicles."

"Secondly, Chevrolet sought to further balance its weekly network television announcements. With exclusive sponsorship of NBC-TV's colorcasts of 'Bonanza' on Sundays, and sponsorship in two Wednesday night programs on NBC-TV, plus exposure on another network on Thursdays, Chevrolet has developed a schedule providing a smooth flow of information to precede the most active selling periods -- weekends -- at Chevrolet dealers across the country."

The Chevrolet order was placed through Campbell-Ewald.

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## NBC TRADE NEWS

December 15, 1964

NEW CONCEPT IN MERCHANDISING--COMBINING TIME SALES WITH PROMOTION--  
ANNOUNCED BY NBC DOMESTIC ENTERPRISES FOR 'ASTRO BOY' SERIES

A new concept in merchandising -- combining time sales with promotion -- was announced today by Norman Lunenfeld, Manager, Merchandising, NBC Domestic Enterprises. NBC Merchandising is offering, on a city by city basis, a package promotion to be tied in with NBC Enterprises' "Astro Boy" series.

Cards bearing illustrations of planets will be sold to local sponsors of the series. The cards will then be inserted both in sponsor merchandise and other goods exclusively licensed to bear "Astro Boy" identification. Appropriate chain store and certain other retail outlets will also be offered the cards to be given away as traffic builders.

HOLDERS of a set of four different cards will be eligible for a prize and those collecting a five-card set will be entitled to a prize of greater value. Six different cards will give the bearer a chance at a drawing for which the grand prize will be a trip to Cape Kennedy for a visit to the Astronauts.

A reciprocal benefit will be provided both to the local station and to the local sponsors. The local station is able to include a package promotion with its time sales, and the local sponsor has no need to design his own exclusive promotion.

NBC Merchandising will provide a number of compatible display pieces to the local retailers and chains which will tie in with the promotion.

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December 15, 1964

GENERAL CIGAR BUYS INTO 6 PRIME-TIME NBC-TV SERIES

General Cigar Co., Inc. has purchased sponsorship in six prime-time NBC-TV programs for 1965, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "The Man from U.N.C.L.E.," "That Was the Week That Was," "The Virginian," "Daniel Boone," "International Showtime" and "Kentucky Jones."

The agency for General Cigar is Young & Rubicam.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 15, 1964

## NBC NEWS ANNOUNCES TV COVERAGE OF THE INAUGURAL BALL JAN. 20

NBC News will cover the Inaugural Ball in Washington, following complete TV coverage of the Inaugural ceremonies Wednesday, Jan. 20, it was announced today by Chet Hagan, producer of the network's Inauguration telecasts.

Anchor team for the Inaugural Ball, which will go on the air at 11:15 p.m. EST, will be NBC News correspondents John Chancellor and Aline Saarinen, with correspondents Nancy Dickerson and Ray Scherer participating.



# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 15, 1964

NATIONAL POLITICS, COVERING PRIMARIES, CAMPAIGNS AND ELECTIONS,  
RATED AS 1964'S MOST IMPORTANT STORY IN POLL CONDUCTED  
BY THE NBC NEWS SYNDICATION SERVICE

National Politics, covering the broad area of primaries, campaigns and the elections, rated as the top news story of 1964 in a poll conducted by the NBC News Syndication service.

Results of the poll among NBC News executives, editors, domestic and foreign correspondents, and clients of NBC News Program Service were announced today. Burroughs Prince, Manager of NBC News Syndication, conducted the survey.

A half-hour television program based on the results of the survey will be taped Dec. 20 for release to NBC-TV affiliate stations Dec. 21.

The top news stories in the order of their selection follow:

1. National Politics
2. Civil Rights
3. Small Scale Wars
4. Changes in World Leadership
5. The Cold War
6. Aftermath of the Assassination of President Kennedy.
7. Disasters
8. The Space Race
9. The Supreme Court Order on Reapportionment
10. Religion.

(more)



The top sports story of the year, was the Olympics, held in Japan and covered by NBC Sports, in the opinion of these who responded to the poll.

Civil Rights, rated second, included the passage of the Civil Rights Law, rioting in the North, violence during the registration drive (including murders and bombings in Mississippi), and the attempts at integration in the South.

Small Scale Wars, ranked third, included the conflict in Vietnam, the confrontation in the Tonkin Gulf, the Congo and Cyprus.

Changes in World Leadership embraced the dismissal of Khrushchev, the installation of new Soviet leaders, the elections in Britain, and the death of Nehru, followed by the change in leadership in India.

In the consideration of the Cold War, major factors were the ideological conflict between the Soviet Union and Red China, China's development of the bomb, and the nation's growing hostility, and the U. S. vis-a-vis Cuba.

The Aftermath of the Assassination included news of the trial of Jack Ruby, the impact of the Warren Report, and the nation-wide observation of the first anniversary of President Kennedy's death.

In the category of Disasters, interest focused upon the Alaska earthquake, plane disasters, floods, drought, and the Portuguese train wreck.

Two major developments dominated the Space Race -- the U. S. Ranger hit on the moon, and the Soviet feat in putting three men in one capsule into orbit.

(more)





The Supreme Court order on reapportionment and its effect on political lineups in several states placed ninth in the list. The tenth choice, Religion, accented the Ecumenical Council's citing Catholicism's current movement of "aggiornamento," or "getting in tune with the times." Other major events were Pope Paul's trip to India and the election of the first Negro moderator by the Presbyterian Church.

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NBC-New York, 12/15/64



NBC COLOR TELEVISION NEWS



December 15, 1964

PAUL ANKA TO BE HOST OF SECOND  
'HULLABALOO' COLORCAST ON NBC

Recording star, nightclub entertainer, composer and actor Paul Anka will be the host for NBC-TV's second "Hullabaloo" colorcast on Tuesday, Jan. 19 (8:30-9:30 p.m. EST).

Anka, still in his early twenties, has been a consistent top recording artist for the past seven years. Among his best-selling records are "Diana," "Put Your Head on My Shoulder," "Summer's Gone" and "You Are My Destiny." In addition to composing many of his own hit tunes, Anka has written songs for other performers.

As an added string to the versatile performer's bow, he has been very successful as a panelist on television game shows, including NBC-TV's "The Match Game."

"Hullabaloo" a one-hour musical program designed for the young audience will have its premiere on Jan. 12, with Jack Jones as its initial host. The program will be produced by Gary Smith and directed by Steve Binder. Guest performers for the show of Jan. 19 will be announced.

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# NBC TELEVISION NETWORK NEWS

December 15, 1964

THE SWINGLE SINGERS--CHORUS THAT SINGS SWINGING BACH--TO PRESENT  
TWO-HOUR MUSICAL PROGRAM ON 'TODAY' NEW YEAR'S MORNING

The Swingle Singers, an eight-voice chorus that sings swinging Bach accompanied by the jazz rhythm of a string bass and drums, will offer selections from their hit record albums when they present a two-hour musical program on NBC-TV's "Today" show New Year's morning, Friday, Jan. 1 (7-9 a.m. EST).

The group, which was organized in Paris two years ago by Alabama-born Ward Swingle, sings fugues and preludes by vocally approximating the sounds of chamber-music instruments. All the singers are French, except for Swingle, and all are classically trained musicians. Swingle, a graduate of Cincinnati's College Conservatory of Music, will be interviewed by "Today's" Hugh Downs and Jack Lescoulie about the group and its music.

Their two albums, "Bach's Greatest Hits" and "Going Baroque," have sold more than 250,000 copies and won for the singers this year's Grammy Award as the best new recording artists. Last May they performed at a Presidential concert at the White House.

Their "Today" performance, taped before the singers returned to France after their first U. S. tour, will include the following selections by Bach: "Prelude for Organ" ("Sleepers Awake"), the Largo from the "Concerto in F Minor Harpsichord," the Bouree from the "English Suite No. 2," Sinfonia from the "Partita No. 2," the Aria from the "Suite in D Major," the Fugue in D Minor from "The Art of the

(more)



Fugue," and the Prelude No. 9 and Prelude in C Major (both from the "Well Tempered Clavier, Second Book").

They will also offer the "Allegro" from Handel's "Concerto Grosso, Op. 6 No. 4," a Fugue by Vivaldi as transcribed by Bach, and three selections by Mozart: the First Movement from the Piano Sonata in C Major, the Last Movement of "Eine Kleine Nachtmusik," and the composer's arrangement of the traditional "Twinkle, Twinkle Little Star."

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NBC-New York, 12/15/64



ROBERT VAUGHN, 'MAN FROM U.N.C.L.E.' STAR, ADDS VISIT  
TO HOLY LAND TO SCHEDULED RUSSIAN VACATION

While the rest of the country observes Christmas, NBC-TV's Robert Vaughn will be on his way to the Holy Land -- by way of Moscow.

Vaughn, star of "The Man from U.N.C.L.E." series, has added a journey to Israel to his scheduled Russian vacation.

The Moscow trip, which came about when Vaughn met Valery Brumel, Russia's Olympic high jump champion, while the Soviet athlete was touring with the U.S.S.R.'s track and field team in Southern California last Summer, will be topped off with a flight to Israel and a visit to Jerusalem.

Vaughn, who will fly from Los Angeles on Christmas morning, will spend four days in Moscow, and five days in Israel, before returning to Hollywood to resume the role of U.N.C.L.E. agent, Napoleon Solo on Jan. 5.

(NOTE: Now seen on Tuesdays, 8:30-9:30 p.m. EST, "The Man from U.N.C.L.E." will be presented in a new time period -- Mondays 8-9 p.m. EST -- starting Jan. 11.)

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NBC-New York, 12/15/64





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NBC COLOR TELEVISION NEWS



December 16, 1964

TOP HOLLYWOOD PERFORMERS TO BE JOHNNY CARSON'S GUESTS  
DURING TWO WEEKS OF "TONIGHT" ORIGINATIONS IN BURBANK

"The Tonight Show Starring Johnny Carson" will originate in NBC-TV's Burbank, Calif., color studios during the first two weeks in February, it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

During the weeks of Feb. 1-5 and Feb. 8-12 (NBC-TV color, Monday through Friday, 11:15 p.m.-1 a.m. EST), the comedy, music and conversation which are the ingredients of "Tonight" will be presented by a California-based Johnny Carson, his announcer Ed McMahon and the show's music director Skitch Henderson.

According to Producer Art Stark, the program will present top Hollywood performers, just as it did on the highly successful initial visit of "Tonight" to California in February, 1963. At that time, such celebrities as James Stewart, Mayor Sam Yorty of Los Angeles, Phyllis Diller, George Burns, Laurence Harvey, Lee J. Cobb, Betty Hutton, and many others appeared with Carson.

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## HOLIDAY NEWS FROM NBC

December 16, 1964

### CAST CHANGE

#### BALLET STAR SONIA AROVA TO BE SEEN IN CHRISTMAS MUSIC PROGRAM OF THE 'BELL TELEPHONE HOUR'

Sonia Arova will be seen in the Christmas music program of the "Bell Telephone Hour" on Tuesday, Dec. 22 (NBC colorcast, 10-11 p.m. EST) in place of Violette Verdy. Miss Verdy had to withdraw because of a leg injury.

Miss Arova, a world renowned ballet star, will appear with Edmund Novak in a pas de deux from the Toy Shop Scene of the ballet "Coppelia." Novak choreographed it based on the original by Saint-Leon. Music is by Delibes. Miss Arova has been seen on the "Bell Telephone Hour" twice previously.

Maureen O'Hara is singing hostess of the program. Guest stars include Martha Wright, Phyllis Curtin, Howard Keel and the Columbus Boychoir, in addition to the ballet duo. Donald Voorhees conducts the orchestra.

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2-X-H



NBC COLOR TELEVISION NEWS

December 17, 1964

TREVOR HOWARD WILL STAR AS NAPOLEON BONAPARTE IN  
'HALLMARK HALL OF FAME' COLORCAST OF AN ORIGINAL  
TV DRAMA BY MILLARD LAMPELL, 'EAGLE IN A CAGE'

An original television drama, "Eagle in a Cage," starring Trevor Howard in the role of Napoleon Bonaparte, will be taped in color by NBC-TV's "Hallmark Hall of Fame" in February for presentation at a date yet to be announced.

The original television drama by Millard Lampell, novelist, poet, playwright and author of the television cantata "The Lonesome Train" (based on the funeral procession of Abraham Lincoln), was commissioned by Hallmark. The play will tell the story of Napoleon from 1815 to 1819 when he was in exile on the island of St. Helena.

According to producer-director George Schaefer, who will produce "Eagle in a Cage," the drama tells the story of the humanizing influence which a very young English schoolgirl and an Irish doctor exert on the man who set out to rule the world, when they regard him not as an emperor but as a friend.

Trevor Howard, who won an Emmy Award two seasons ago for his portrayal of Benjamin Disraeli in the "Hallmark Hall of Fame" production of "The Invincible Mr. Disraeli," is one of Great Britain's most distinguished actors. He has appeared in such motion pictures as "Bridge on the River Kwai," "Mutiny on the Bounty," "Father Goose" with Cary Grant and Leslie Caron, and "Von Ryan's Express" with Frank Sinatra.

(more)



Millard Lampell has won numerous awards for his work, including a Peabody Award for a drama titled "Sometime Before Morning," and the Sidney Hillman Award for last season's "East Side/West Side" drama "No Hiding Place."

"Eagle in a Cage" will go into rehearsal in New York in January for taping in NBC's Brooklyn color studios in February.

The next color presentation of the "Hallmark Hall of Fame" will be the 15th NBC telecast of "Amahl and the Night Visitors," Menotti's Christmas opera, on Sunday, Dec. 20. The following month, on Thursday, Jan. 28, Alfred Lunt and Lynn Fontanne will star in the Emmet Lavery drama, "The Magnificent Yankee."

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NBC-New York, 12/17/64



December 17, 1964

RICHARD D. CASPER BECOMES NBC RADIO ACCOUNT EXECUTIVE

Richard D. Casper has joined the NBC Radio Network as an account executive, it was announced today by Robert G. Baal, Director of Sales, NBC Radio Network.

Casper previously headed his own advertising and sales promotion company, Richard D. Casper Inc. He also had been an account executive at WCBS-TV in New York and at WNTA-TV in New Jersey. Earlier, he was director of advertising for Ringling Bros. & Barnum & Bailey Circus.

Casper is a graduate of Bowling Green University in Ohio. He lives in Manhattan with his wife and two children.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 17, 1964

ROBERT McCORMICK TO BE ANCHOR MAN FOR NBC NEWS'

RADIO COVERAGE OF THE INAUGURAL BALL

NBC News correspondent Robert McCormick will be the anchor man for the coverage of the Inauguration Ball in Washington, Wednesday, Jan. 20, on NBC Radio. Also participating will be correspondents Wilson Hall, Peter Hackes, Richard Harkness, Morgan Beatty, Charles Quinn and Ron Nessen. NBC Radio will broadcast activities at the ball from 11 p.m. to 12 midnight, EST.

McCormick, Harkness and Quinn will be at the Sheraton Park and Shoreham Hotels, which will be connected by a canopy on the night of the Inauguration to create the effect of one area of festivities. Hall and Beatty will be in the National Guard Armory and Hackes and Nessen in the Hotel Mayflower, two additional ball locations.

Preparations are in readiness for NBC Radio to pick up interviews with President Johnson, who is expected to be at the Sheraton Park and Shoreham affair between 11 p.m. and 12 midnight EST.

The NBC-TV Network, as previously announced, is also scheduling comprehensive NBC News coverage of the Inaugural Ball.

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## HOLIDAY NEWS FROM NBC

December 17, 1964

ART JAMES TO SING IN PUBLIC FOR FIRST TIME AS HOLIDAY  
SURPRISE ON CHRISTMAS PROGRAM OF 'SAY WHEN';  
SONG WRITTEN BY ASSOCIATES

Art James, star of NBC-TV's game series, "Say When," will provide a Yuletide surprise when he sings for the first time in public on the show's Christmas program to be colorcast Thursday, Dec. 24 (12 noon to 12:30 p.m. EST).

A bass baritone who has been taking vocal instruction for the past year, James will sing an original composition, "It's Christmas Again," which is the first creative effort of a new song-writing team.

"It's Christmas Again" has lyrics by "Say When" Associate Producer Ron Kweskin and music by Music Director Carmen Mastren. Mastren, a guitarist who played with the Glenn Miller and Tommy Dorsey orchestras during the heyday of the big bands in the 40s, also will provide the musical accompaniment for James. The lyrics are:

"It's Christmas Again"

Snow flakes and holly,

Good will toward men,

Can only mean that it's Christmas again.

(more)





Trees all a-glitter

In every den,

Each one announcing it's Christmas again.

Beautiful voices from out of the night

Sing of a season that's filled with delight.

And for the children,

The moment is when

Santa returns and it's Christmas again.

Mistletoe hanging above every door,

Stealing a kiss and then asking for more.

And though the season must finally end;

Next year will come and it's Christmas again.

("Say When" is colorcast Monday through Friday, 12 noon  
to 12:30 p.m. EST on the NBC-TV Network.)

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NBC-New York, 12/17/64



# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 17, 1964

## EDUCATED PREDICTIONS

Past Performances Indicate NBC Newsmen Will Call Shots  
Correctly Among Their "Projection '65" Forecasts

If past performance is indication, then viewers of NBC News' annual year-end review and forecast, "Projection '65," will get a peek at the future through some educated predictions on world events by key NBC News correspondents.

As in past years, a highlight of "Projection '65," to be colorcast on NBC-TV Tuesday, Dec. 29 (10-11 p.m. EST), will be predictions for the following 12-months in world affairs. Over the years, many of these forecasts have come true. Following are some of the projections made by NBC Newsmen last year, which events have since borne out.

John Rich, NBC News' correspondent in Tokyo, was one of the few to predict Soviet Premier Khrushchev's ouster. "During 1964," said Rich, "Peking will speak for most of the world's Communist parties, except those in Europe. She will use that voice to try to bring about the downfall of Nikita Khrushchev in Russia."

"Britain's year ahead will be divided by a general election," said Joseph C. Harsch, NBC News' Senior European correspondent. "Before it happens, Tories will unleash prosperity and woo Russians. After it happens, the winner will curb prosperity and woo Germans... The likeliest winner will be Labor."

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"In 1964," predicted Bernard Frizell, Paris bureau chief, "President de Gaulle will achieve an operational atomic force which he will wield as a nuclear fist to beat the U. S. into agreement that France have a greater voice in Alliance decisions."

NBC News' Bonn correspondent Welles Hangen predicted that, in 1964, "the Berlin Wall will become slightly more porous, but the division of Germany will remain."

Wilson Hall, who last year covered South America, stated that "Brazil cannot make it through another year of economic and political chaos. In 1964 the military will oust President Goulart."

Elie Abel, NBC News' Diplomatic correspondent said there will be no major East-West crisis in Europe next year, and added: "President Johnson will carry forward the Kennedy effort to reach limited agreements with the Soviet Union. A foreign minister's conference is possible, but no summit."

In national affairs, Congressional correspondent Ray Scherer predicted: "President Johnson will get a tax bill...(and) a civil rights bill."

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NBC-New York, 12/17/64





December 17, 1964

HOW 'PROFILES IN COURAGE' PRODUCER SAUDEK LOCATED  
THE SPOKEN WORDS OF JOHN F. KENNEDY THAT  
CONCLUDE EACH DRAMA ON THE SUNDAY SERIES

On "Profiles in Courage" over NBC-TV Sunday evenings (6:30 to 7:30 p.m. EST) the late President Kennedy's voice is heard speaking words he never got a chance to tape.

The explanation for this seeming paradox lies in a chain of events that goes back to 1957.

At that time, John F. Kennedy was a Senator and -- more to the point -- an author. He had just written that year's Pulitzer Prize winning book, "Profiles in Courage," stories of Americans who had risked their careers and popularity in unusual displays of personal courage.

Because of his book, Senator Kennedy was invited by Robert Saudek, producer of the television series, "Omnibus," to narrate one of the series' programs, "Call It Courage."

This was the first meeting between these two men, but not the last. They met next in 1961. By this time the Senator had become the President. And by this time the President had chosen Saudek to bring "Profiles in Courage" to television.

In the producer's initial conversation with President Kennedy on the latter's role in the series, it was agreed that the President should not be seen. Also, it was agreed that he also would not be heard, as narrator, except for one possibility.

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Saudek hoped that each drama in the series could end with the President's narration of the book's closing paragraph:

"The stories of past courage can teach, they can offer hope, they can provide inspiration. But they cannot supply courage itself. For this each man must look into his own soul."

The producer's plans to record this narration were shattered by the President's assassination.

Before the start of the series, Saudek, for no particular reason, felt moved to rerun his kinescoped recording of the 1957 program. To his utter surprise, because he had completely forgotten it, the program closed with the paragraph in question. And in the voice of John F. Kennedy.

Now each episode of "Profiles in Courage" ends with John F. Kennedy speaking the words he never got a chance to tape.

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NBC-New York, 12/17/64







## HOLIDAY NEWS FROM NBC

December 21, 1964

A M e r r y C h r i s t m a s  
T o A l l ,  
A n d t o A l l  
A G o o d Y e a r

N B C P r e s s D e p a r t m e n t



December 21, 1964

CARNATION BUYS SPONSORSHIP IN 4 NBC-TV PRIME-TIME SHOWS

Carnation Company has purchased sponsorship in four prime-time NBC-TV programs for 1965, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "Daniel Boone," "Wednesday Night at the Movies," "Saturday Night at the Movies" and "Mr. Novak."

The Carnation order was placed through Erwin Wasey, Ruthrauff & Ryan Inc.

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CARTER PRODUCTS BUYS INTO 'SATURDAY NIGHT AT MOVIES'

Carter Products Inc. has purchased sponsorship in "Saturday Night at the Movies" during the 1965 season, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The Carter order was placed through Sullivan, Stauffer, Colwell & Bayles Inc.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 21, 1964

## WHO'S WHO IN NBC NEWS

William R. McAndrew	Executive Vice President in charge of NBC News
Julian Goodman	Vice President, NBC News
Robert J. Northshield	General Manager, News
Carl Lindemann Jr.	Vice President in charge of NBC Sports
Rex Goad	Director, News
Donald Meaney	Director, News Programs
Eugene Juster	Director, News Film
James A. Jurist	Director, Business Affairs
Edward Stanley	Director, Public Affairs
Jerry Madden	Director, Special News Projects
William B. Monroe Jr.	Director, News, Washington
Leonard Allen	Director, News Operations, Washington
Chet Simmons	Director, Sports
Malcolm R. Johnson	Manager, NBC News
Russell C. Tornabene	Manager, News Operations, New York
Frank Donghi	Weekend Manager, News
Arthur Wakelee	Manager, Owned Stations News
Burroughs H. Prince	Manager, Syndication (National Program Service)

(more)





## 2 - Who's Who in NBC News

Richard Kellerman	Manager, News Planning
George Heinemann	Manager, Public Affairs
Frank Jordan	Manager, Election Planning
Dick Kutzleb	Manager, Local Radio and Television News
James Harper	Night Manager, NBC News
William A. Corley	Manager, News, Chicago
Robert Shafer	Manager, News, West Coast
Al Burchard	Manager, News, San Francisco
Doris Ann	Manager, Religious Programs
Leslie Vaughan	Manager, Administration, New York
John S. Klaric	Manager, Administration, Washington
Robert Loweree	Supervisor of Film Editing
Lefferts McClelland	Manager, News Film
David Klein	Manager, Newsfilm Facilities
John Krumpelbeck	Manager, Film Procurement
Reuven Frank	Executive Producer, NBC News
Irving Gitlin	Executive Producer, Creative Projects
Milton Brown	Coordinator, NBC News Information Services

### NBC NEWS CORRESPONDENTS

#### NEW YORK

Chet Huntley	Pauline Frederick	Gabe Pressman
Edwin Newman	Bill Ryan	Jim Hartz
Frank McGee	Joseph Michaels	Wilson Hall
Merrill Mueller	Morgan Beatty	Geoffrey Pond
Frank Blair	Robert Teague	Charles Quinn

(more)



4 - Who's Who in NBC News

PARIS

Bernard Frizell	Correspondent, Bureau Chief
Frank Bourgholtzer	Correspondent
Claude Favier	Cameraman
John Peters	Cameraman
Louis Hepp	Manager, Paris Office

ROME

Irving R. Levine	Correspondent
John Drake	Cameraman

TOKYO

John Rich	Correspondent
Jack Fern	Producer

HONG KONG

James Robinson	Correspondent
Grant Wolfkill	Cameraman

RIO DE JANEIRO

Tom Streithorst	Correspondent
Pedro Torre	Cameraman

SAIGON

Garrick Utley	Correspondent
Drew Pearson	Cameraman-Correspondent

ATHENS

Henry Toluzzi	Cameraman
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BEIRUT

Dean Brelis	Correspondent
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NATIONAL NEWS BUREAUS

WASHINGTON

John C. Klaric Jr.	Administrative Manager
Harry Griggs	Assistant Desk Supervisor
Jack Perkins	Writer
George Allen	Writer
John Travieso	Writer
Fred Montague	Cameraman
Robert Gelenter	Cameraman
Leroy Anderson	Cameraman
Bradford Kress	Cameraman
George Sozio	Cameraman
David Wiegman	Cameraman
William Richards	Cameraman
John Langenegger	Soundman
John Hofen	Soundman
John Levy	Soundman
Charles Hoagland	Soundman
Lewis Bernhardt	Soundman
Leo W. McDonald	Soundman
Sheldon Fielman	Soundman

CHICAGO

James Harden	Supervisor, News, Chicago
Floyd Kalber	Correspondent
Neill Boggs	Correspondent
Earle Crotchett	Cameraman
Bruce Powell	Cameraman

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CHICAGO (CONT'D)

George Lussow	Cameraman
James Holder	Cameraman
Charles Boyle	Cameraman
Hal Kluhe	Soundman
Richard Oakes	Soundman
Paul Allen	Soundman
Charles Baker	Writer
John Erp	Writer
Walt Grisham	Writer
Les Crystal	Writer
Luke Hester	Writer
Robert G. Cram	Writer
Ralph Myers	Writer
E. Robert Lissit	Writer
Richard Fisher	Writer
John Gibbs	Writer

LOS ANGELES

Ed Conklin	Editor, NBC News, West Coast
Bruce Cohn	Manager, News Operations, Pacific Division
Roy Neal	Correspondent
Elmer Peterson	Correspondent
Tom Pettit	Correspondent
Fred Rheinstein	Producer-Director
James Dooley	Writer
Ray Cullin	Writer
Robert Goggin	Writer
Ed Adler	Writer

(more)



7 - Who's Who in NBC News

LOS ANGELES (CONT'D)

Edwin Haaker	Writer
Dexter Alley	Cameraman
Gene Barnes	Cameraman
Richard Smith	Cameraman
Tom Brannigan	Cameraman
Jack Courtland	Cameraman
Jim Coughy	Soundman
Gene Coffee	Soundman
Ted Mann	Soundman

BOSTON

Arthur Gaskill	Cameraman
George McAleenan	Soundman

MIAMI

Ed Arnow	Correspondent
Cloyd Taylor	Cameraman

DALLAS

Maurice Levy	Cameraman
Henry Kokajan	Cameraman
Clarence Risser	Soundman
Irvin Gans	Soundman

OKLAHOMA CITY

Scott Berner	Cameraman
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PRODUCERS

Gerald Green	George Vicas (Europe)
Chet Hagan	Al Wasserman
Al Morgan	Frank DeFelitta
Ted Yates (Washington)	John J. Sughrue Jr.
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PRODUCERS (CONT'D)

Lou Hazam (Washington)	Craig Fisher
Stuart Schulberg (Washington)	Fred Freed
Robert Asman (Washington)	Ed Scherer
George Murray	Doris Ann
Don Herbert	Lawrence E. Spivak
Daniel O'Connor	Eliot Frankel (Europe)
Lucy Jarvis	

DIRECTORS

James Kitchell	Jack Dillon
Robert Priaulx	Fred Rheinstein (Los Angeles)
Thomas Priestley	Robert Doyle (Washington)
Frank Pacelli	Ralph Howard Peterson (Washington)
Martin Hoade	Charles Jones (Washington)
Marvin Einhorn	Larry Owen
Jim Gaines	Lynwood King
Don McDonough	

NEW YORK WRITERS

James Aldrich	Larry Ganger	Ric Ballard
James Boozer	Dan Grable	Leonard Probst
Dick Bruner	Richard Graf	Alan Smith
William J. Boyle	Robert Farson	Douglas Stone
Kenneth Brodney	Ray Hasson	Barbara Walters
Charles Coates	James Holton	Thomas M. Tomizawa
Dennis Dalton	William Hoth	Robert Toombs
Donald M. Dixon	Mort Hochstein	Sumner Weener
James Courtney	Frank Kelley	Henrik Krogus
Ken Donoghue	David Lent	John Starkey
David Englander	Leonard Leddington	Raymond Weiss

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NEW YORK WRITERS (CONT'D)

Lamar Falkner	Peter Ochs
Eugene Farinet	Harrison Lilly
William Fitzgerald	Jerry Jacobs
John Lord	Walter Littell
Helen Marmor	Alan Mohan
Robert McCarthy	Robert E. Mack
James Quigley	Joseph Mehan
Russ Willis	Walter Millis

NEW YORK CAMERAMEN, TECHNICIANS

Arthur Still	Cameraman
Simon Avnet	Cameraman
Nathan Cohen	Cameraman
Gerald Yarus	Cameraman
Michael Clark	Cameraman
Eugene Broda	Cameraman
Robert Donahue	Cameraman
Doug Downs	Cameraman
Frank Follette	Cameraman
Joseph Vadala	Cameraman
Richard Lombard	Cameraman
Stuart Ruby	Cameraman
Jerome Gold	Soundman
Al Schuster	Soundman
Jose Valle	Soundman
John Singleton	Soundman
James Geraghty	Soundman
Charles Hipszer	Soundman
Jonathan Oakley	Soundman

(more)





NEW YORK CAMERAMAN, TECHNICIANS (CONT'D)

Hiram Brown	Soundman
Marvin Wolff	Soundman
Henry Makrin	Soundman
James Zoltowski	Soundman
William Baer	Film Processing Coordinator

NBC NEWS PROGRAM STAFFS

"THE HUNTLEY-BRINKLEY REPORT"

Chet Huntley	Correspondent
David Brinkley	Correspondent
Reuven Frank	Executive Producer
Eliot Frankel	Producer for Europe
William B. Hill	Associate Producer (N.Y.)
Robert Mulholland	Regional News Manager (Midwest)
Don Roberts	Regional News Manager (West Coast)
William Corrigan	Associate Producer (Washington)
Jack Fern	Associate Producer (Far East)
Irwin Safchik	News Editor
Walter Kravetz	Director (N.Y.)
Ray Lockhart	Director (N.Y.)
Charles Sieg	Director (N.Y.)
Frank Slingland	Director (Washington)
Richard Hunt	Writer (N.Y.)
Wallace Westfeldt	Writer (N.Y.)
David Teitelbaum	Writer (N.Y.)
Pat Trese	Writer (N.Y.)

(more)



"THE HUNTLEY-BRINKLEY REPORT" (CONT'D)

Jack Perkins	Writer (Washington)
Henry Griggs	Writer (Washington)
Stanley Rotkewicz	Program Manager
Gerald Polikoff	Supervising Film Editor

"TODAY"

Hugh Downs	Host
Jack Lescoulie	Panelist
Frank Blair	Panelist
Al Morgan	Producer
Paul Cunningham	Associate Producer
Jim Gaines	Director
Larry Owen	Director
John Dunn	Editor

"MEET THE PRESS"

Lawrence E. Spivak	Producer
Betty Cole	Associate Producer
Ned Brooks	Moderator
Frank Slingland	Director

"NBC WHITE PAPER"

Irving Gitlin	Executive Producer
Al Wasserman	Producer
Fred Freed	Producer
Len Giovannitti	Associate Producer
William Quinn	Production Manager

(more)



"SUNDAY"

Frank Blair	Host
Nancy Dickerson	Reporter
Ray Scherer	Reporter
Aline Saarinen	Reporter
Edwin Newman	Reporter
Joe Garagiola	Reporter
Craig Fisher	Producer

"GULF INSTANT SPECIALS"

Frank McGee	Correspondent
Chet Hagan	Producer
Jerry Jacobs	Associate Producer
Karl Hoffenberg	Associate Producer
Robert Priaulx	Director
Eugene Farinet	News Editor-Writer

"EXPLORING"

Dr. Albert Hibbs	Host
Ed Scherer	Producer
Lee Miller	Associate Producer
Don McDonough	Director

LOU HAZAM NEWS UNIT

Lou Hazam	Producer
Daniel Karasik	Associate Producer
Constantine Gochis	Supervising Film Editor
Bert Ivry	Production Supervisor

NBC NEWS EUROPEAN PRODUCTION UNIT

George Vicas	Producer
Warren Trabant	Production Supervisor

(more)





13 - Who's Who in NBC News

"WATCH MR. WIZARD"

Don Herbert	Producer-Host
Frank Pacelli	Director

NBC RELIGIOUS PROGRAMS

Doris Ann	Executive Producer
Martin Hoade	Producer-Director
Frank Pacelli	Director
Mary James	Associate Producer

"NBC NEWS SATURDAY REPORT"

Charles Jones	Producer
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ELECTION PLANNING UNIT

Frank Jordan	Manager
I.A. Lewis	Administrator

SPORTS DEPARTMENT

Chet Simmons	Director
David Kennedy	Coordinator
Peter Molnar	Executive Producer
Lou Kusserow	Producer
Barney Nagler	Producer
Harry Coyle	Director
Ted Nathanson	Director
Leonard Dillon	Sports Editor, "Monitor"
Roy J. Silver	News writer, "Monitor"

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NBC-New York, 12/21/64

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CHARGE OF THE 21ST REG'T INF.

1000 500 0

2007-07-17

December 22, 1964

FIRST PROGRAM SERIES DESIGNED EXPRESSLY FOR NBC OWNED TV STATIONS,  
"EVERYTHING'S RELATIVE," TO BE LAUNCHED IN FEBRUARY

The first TV series designed especially for the NBC Owned Television Stations, and the debut of the series in early February 1965, were announced today by Raymond W. Welpott, Executive Vice President in charge of the NBC Owned Stations and Spot Sales Division.

The series is "Everything's Relative," a new concept in family programming in which two families of four compete for prizes. The program will be broadcast five days a week at midday by each of the NBC Owned Stations: WNBC-TV, New York; WRCV-TV, Philadelphia; WRC-TV, Washington; KNBC, Los Angeles; and WMAQ-TV, Chicago, where it will originate.

Mr. Welpott said the new program is a development stemming from the efforts of the newly-formed Market Services Department, which explores new program sources for the NBC Owned Stations. He added that he expects a continuous flow of programs and ideas from the department to fill the need for developing new program sources, as he emphasized last Fall.

"Everything's Relative" will feature Jim Hutton, popular television personality from Minneapolis-St. Paul, as host and quiz-master. The series will be produced by the NBC Owned Stations Division in association with New Merritt Enterprises, whose principals, E. Roger Muir and Nick Nicholson, devised the program format.

-----O-----





## NBC TRADE NEWS

December 22, 1964

### S. C. JOHNSON BUYS SPONSORSHIP IN 3 PRIME-TIME NBC-TV PROGRAMS

S. C. Johnson & Son, Inc., has purchased sponsorship in three prime-time NBC-TV programs for 1965, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "Flipper," "The Man from U.N.C.L.E." and "Wednesday Night at the Movies."

The order was placed through Benton & Bowles, Inc.

-----O-----



## NBC TRADE NEWS

December 22, 1964

### GERBER PRODUCTS CO. BUYS INTO 3 PRIME-TIME NBC-TV SHOWS

Gerber Products Co. has purchased sponsorship in three prime-time NBC-TV programs for 1965, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "Mr. Novak," "Flipper" and "Karen."

The Gerber order was placed through D'Arcy Adv. Co. Inc.

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NBC COLOR TELEVISION NEWS



BILL COLLERAN OF TV AND MOVIES WILL BE CO-DIRECTOR OF NBC-TV'S  
"MARY MARTIN PRESENTS EASTER AT RADIO CITY MUSIC HALL"

Bill Colleran, who has been associated with leading television and motion picture projects, will be co-director of NBC-TV's holiday special, "Mary Martin Presents Easter at the Radio City Music Hall."

Miss Martin will star as performer and hostess of the 90-minute colorcast, which will be taped in New York next March. The air date will be announced. The special will feature the famous Music Hall Rockettes and ballet company, a 20-voice chorus, specialty acts, and will show the splendor of the Music Hall in imaginative production numbers.

Gower Champion will be producer-director of the program, as previously reported.

Colleran's TV credits include directing assignments on "Your Hit Parade" from 1951 to 1956, and on TV specials which starred Perry Como, Debbie Reynolds, Frank Sinatra, Bing Crosby and Burl Ives. He was executive producer of last season's "The Judy Garland Show" and producer-director of the "Polly Bergen Show" in 1957-58.

Colleran recently directed the Electronovision production of the Broadway presentation of "Hamlet," starring Richard Burton, which was released nationally by Warner Bros. In films, he worked on "13 Rue Madeleine," "Boomerang," "Lost Boundaries" and "Windjammer."

Colleran and his wife, actress Lee Remick, formed their own independent company, which produced the film, "Experiment in Terror," starring Miss Remick.

-----o----- NBC-New York, 12/22/64





# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 22, 1964

NBC NEWS FOREIGN CORRESPONDENTS WILL RETURN TO U.S.  
FOR "PROJECTION '65" AND 10-CITY SPEAKING TOUR;  
DATES, CITIES, MODERATORS ARE LISTED

A 10-city cross-country tour by NBC News foreign correspondents, to address prominent groups about important news developments in their assigned areas, will begin Monday, Jan. 4, in Pittsburgh, Pa.

The correspondents are returning to the U. S. to appear on "Projection '65," NBC News' annual year-end review and forecast, to be colorcast on NBC-TV Tuesday, Dec. 29 (10-11 p.m. EST). The program also will be broadcast on the NBC Radio Network (including WNBC 11:05 p.m. to midnight).

The correspondents who will appear on "Projection '65" and then go on the tour are: Joseph C. Harsch from London, Bernard Frizell from Paris, Welles Hangen from Bonn, Irving R. Levine from Rome, James Robinson from Hong Kong, Frank Bourgholtzer from Paris (he was Moscow correspondent until the Soviets closed that bureau, and he recently returned there to cover the change in Russia's leadership), Tom Streithorst from Rio de Janeiro, and Dean Brelis from Beirut. Robert Goralski, NBC News' State Department correspondent, will join them on the tour. Other NBC News' correspondents will serve as moderators in each city.

Following are the dates, cities, host groups and moderators:

(more)



2 - Correspondents tour

Monday, Jan. 4 -- World Affairs Council at the Pitt-Hilton Hotel, Pittsburgh. Frank McGee moderator.

Tuesday, Jan. 5 -- World Affairs Council at the Hilton Hotel, San Francisco. Elmer Peterson moderator.

Wednesday, Jan. 6 -- World Affairs Council at the Biltmore Hotel, Los Angeles. Elmer Peterson moderator.

Thursday, Jan. 7 -- Texas Christian University and Station WBAP at the Will Rogers Auditorium, Fort Worth. Elie Abel moderator.

Friday, Jan. 8 -- World Affairs Council and Station KSD at Kiel Auditorium, St. Louis. Merrill Mueller moderator.

Monday, Jan. 11 -- World Affairs Council at the Sheraton Hotel, Philadelphia. Merrill Mueller moderator.

Tuesday, Jan. 12 -- Foreign Policy Association at the Waldorf-Astoria Hotel, New York City. Chet Huntley moderator.

Wednesday, Jan. 13 -- The National Press Club at the Press Club, Washington, D. C. John Chancellor moderator.

Thursday, Jan. 14 -- The Executives Club of Chicago at the Sherman Hotel, Chicago. John Chancellor moderator.

Friday, Jan. 15 -- World Affairs Council at Harvard University's Sanders Theatre, Boston. Merrill Mueller moderator.

In each city, the correspondents will summarize developments during the past year in the area to which they have been assigned, and then will answer questions from the audience.

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NBC-New York, 12/22/64





December 23, 1964

COMPLETE SPONSORSHIP IS ANNOUNCED FOR NBC-TV'S  
COLORCASTS OF 3 BOWL GAMES JAN. 1

Complete sponsorship of NBC Sports color coverage of three Bowl games on New Year's Day was announced today by Richard N. McHugh, Manager, Sports and Special Program Sales, NBC Television Network.

Sponsors (and their agencies) of the three sold-out Bowl game telecasts Friday, Jan. 1 are:

Sugar Bowl (Syracuse vs. L.S.U., 1:45 P.M. EST): Sponsored by United Motors Service Division of General Motors Corp. (Campbell-Ewald Co.); Colgate-Palmolive Co. (Ted Bates & Co.); Aetna Life Insurance Co. & Affiliated Companies (Remington Advertising); and Georgia-Pacific Corp. (McCann-Erickson Inc.).

Rose Bowl (Michigan vs. Oregon State, 4:45 P.M. EST): Sponsored by Chrysler Corp. (Batten, Barton, Durstine & Osborn) and The Gillette Co. (Maxon Inc.).

Orange Bowl (Alabama vs. University of Texas, 7:45 P.M. EST): Sponsored by Chrysler Corp. (Batten, Barton, Durstine & Osborn); Bristol-Myers Co. (Doherty, Clifford, Steers & Shenfield Inc.); Brown & Williamson Tobacco Corp. (Ted Bates & Co.); Goodyear Tire & Rubber Co. (Young & Rubicam Inc.); Pabst Brewing Co. (Kenyon & Eckhardt Inc.); Lewis-Howe Co. (McCann-Erickson Inc.); and Carter Products Inc. (Sullivan, Stauffer, Colwell & Bayles Inc.).

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NBC COLOR TELEVISION NEWS



CREDITS FOR NBC-TV NETWORK'S COLOR COVERAGE  
OF 76TH ANNUAL TOURNAMENT OF ROSES PARADE

Time: NBC-TV colorcast Friday, Jan. 1, 11:30 a.m.  
to 1:45 p.m. EST.

Origination: Pasadena, Calif.

Commentators: Lorne Greene (of NBC-TV's "Bonanza") and  
Betty White, assisted by Stanley Hahn, past  
president of Tournament of Roses Associa-  
tion, and NBC-TV stars Fess Parker and Pat  
Blair of "Daniel Boone," Debbie Watson of  
"Karen" and Chuck Connors of "Branded."

Announcers (Pre-parade  
activities): Lorne Greene and Roy Neal.

Format: On-the-spot coverage of the 76th annual  
Tournament of Roses Parade, with five color  
cameras placed at strategic locations along  
the parade route.

Producer: Bill Bennington

Director: Dick McDonough

Associate Producers: Howard Ross and Art Weingarten.

Unit manager: Jack Watson

Sponsors (and Agencies): Minute Maid Corp. (McCann-Erickson Inc.)  
and Hi-C (Dancer-Fitzgerald-Sample).

NBC Press  
Representatives: Doug Gordon (Burbank) and Bob Goldwater  
(New York).

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NBC-New York, 12/23/64



# NBC NEWS

2-X-H

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 24, 1964

NBC NEWS TO REVIEW OUTSTANDING EVENTS AND CEREMONIES  
OF INAUGURATION IN SPECIAL TV PROGRAM

"Inauguration '65," a half-hour review of the outstanding events and ceremonies of Inauguration Day, will be presented that evening, Wednesday, Jan. 20, by NBC News on NBC-TV, with correspondent Frank McGee (7:30-8 p.m. EST).

The special broadcast will summarize NBC News' complete comprehensive coverage of the Inauguration of President Johnson. Coverage of the Inaugural Ball will be broadcast later that night (11:15 p.m. EST to 1 a.m. EST).

For the Inauguration coverage, NBC News' anchor men Chet Huntley and David Brinkley will be stationed at the Capitol during the swearing-in ceremonies and at Lafayette Park during the Presidential review of the Inauguration Parade. Other NBC News correspondents and their positions at the Inauguration follow: Ron Nessen, parade correspondent; John Chancellor at the White House, Frank McGee at Lafayette Park, Ray Scherer at the Capitol, Edwin Newman at the Treasury, Robert Abernethy, covering Vice President-Elect Hubert Humphrey; Nancy Dickerson, Herbert Kaplow and Robert Goralski, special assignments.

In covering the Inaugural Ball, NBC News will use four of its key correspondents who are familiar with all facets of this colorful event. They will be:

(more)





John Chancellor, NBC News White House correspondents; Nancy Dickerson, who drew critical acclaim for her work at the national political conventions; Aline Saarinen, noted for her reports on art, architecture and the mores of our time; and Ray Scherer, a veteran correspondent in the nation's capital.

"Heretofore," said producer Chet Hagan, "the Inaugural Ball has been looked upon primarily as a social event. We feel, after researching Inaugurals of the past, that it is a major news story and we are going to be covering it as such."

"Inauguration '65," will be sponsored by Eastern Air Lines Inc.

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NBC-New York, 12/24/64



# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

PROGRAM COMMEMORATING AND RE-CREATING HISTORIC LEWIS-AND-CLARK  
EXPEDITION THAT OPENED WAY TO AMERICAN NORTHWEST  
WILL BE FULL-HOUR NBC NEWS COLORCAST

FOR RELEASE MONDAY, DEC. 28

"Lewis and Clark," a special full-hour colorcast commemorating and re-creating the historic Lewis-and-Clark expedition of 1804-06 that opened the way to the American Northwest, will be presented by NBC News Tuesday, Feb. 23 (10-11 p.m. EST), William R. McAndrew, Executive Vice President in charge of NBC News, announced today. Lorne Greene, co-star of NBC-TV's "Bonanza," will be the narrator.

In telling the story of Meriwether Lewis and William Clark and the band of 43 soldiers and civilian volunteers who set out from St. Charles, Mo., in May, 1804, producer Ted Yates covered much of the same ground and waterway himself. With his crew and cameras, and making use of a huge keelboat and specially constructed pirogues and canoes similar to those used by Lewis and Clark 160 years ago, Yates re-created many of the incidents that are reported in the official journal of the trip -- the meetings with the Indians, the descriptions of the terrain and the wonderment at such marvels as grizzly bears, antelope, buffalo and prairie dogs discovered in the uncharted Northwest Territory.

By using Lewis and Clark's own words, and coupling them with color camera shots of much of the same territory today, Yates has prepared a film document on the vastness and richness and ruggedness of the thousands of miles of land that had been acquired in 1803 with the

(more)





Louisiana Purchase by President Thomas Jefferson, and on the mold of men who later surged across the continent to tame it, forerunners of the Westward migration.

It was a wild and magnificent country that the Lewis and Clark party ventured into, and it tested them often to their physical and mental limits before it allowed them to pass through -- up the Missouri to the "great falls," over the Continental Divide and down the rapids of the Columbia River until they came, finally -- 18 months after they had begun -- to the Pacific Ocean.

Their ultimate triumph, as the program points out, also meant final doom to another age-old dream of man -- that of finding a water passage that would connect the Atlantic to the Pacific and a shortened trade route to the treasures of the Far East. This, in fact, was the underlying purpose of the Lewis and Clark expedition. But as the pioneers listened to the tales of Indians they met en route, stories that later were borne out by their own trail-blazing, the dream that the separation between the navigable portions of the Missouri and the Columbia constituted little more than "a simple one day's portage" vanished forever.

By combining the words of the official journal and other histories of the expedition with pictures of the country itself, Yates said he tried to illustrate the spirit that civilized the country and then made it great.

Yates made two shooting trips to the far West, once last February for Winter scenes of the high plains and mountains, and again for six weeks in early Autumn for a major recreation of parts of the journey.

NBC-TV PROGRAM HIGHLIGHT FEB. 23

"LEWIS AND CLARK" -- NBC News presents a special one-hour colorcast re-creating the historic Lewis and Clark expedition that opened up the Northwest Territory. (Color.)



# NBC SPORTS

A DEPARTMENT OF NBC NEWS

ARA PARSEGHIAN, NOTRE DAME GRID COACH TO BE COMMENTATOR  
FOR NBC-TV'S COVERAGE OF SENIOR BOWL GAME

FOR RELEASE MONDAY, DEC. 28

Ara Parseghian, Notre Dame football coach, will serve as expert commentator for NBC-TV's coverage of the Senior Bowl gridiron game Saturday, Jan. 9, it was announced today by Chester R. Simmons, NBC's Director of Sports.

The game in Mobile, Ala., will be colorcast on the NBC-TV Network beginning at 2 p.m. EST.

Parseghian gained national prominence this grid season as mentor of the Notre Dame "Cinderella" eleven which fought its way from pre-season insignificance to a rating as one of the strongest teams in the country. In recognition of his work, he was voted "Coach of the Year" recently by the National Football Writers Association.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 24, 1964

PRESIDENT JOHNSON'S "STATE OF THE UNION" ADDRESS  
TO BE ANALYZED IN SPECIAL NBC NEWS PROGRAM

NBC News will be present a special program of background reports by its correspondents relevant to President Johnson's "State of the Union" address Monday, Jan. 4 (NBC-TV 9:30-10 p.m. EST).

The special program, with John Chancellor as anchor man, will be telecast immediately after NBC's broadcast of the President's address, and will include analyses by NBC News correspondents in Washington and overseas of the President's report to the nation.

The sponsor of the special program will be the Gulf Oil Corporation (through Young and Rubicam).

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# NBC TELEVISION NETWORK NEWS

December 24, 1964

COLORCAST

GERRY AND THE PACEMAKERS (FROM ENGLAND) AND JOCELYNE (FROM FRANCE) JOIN GUEST STAR ROSTER FOR 'HULLABALOO' PREMIERE

England's Gerry and the Pacemakers, and France's Jocelyne, have been added as guest stars for the premiere of NBC-TV's musical show, "Hullabaloo," to be colorcast Tuesday, Jan. 12 (8:30-9:30 p.m. EST).

As previously reported, Jack Jones will be host and Woody Allen, the New Christy Minstrels, Joey Heatherton and the Zombies also will be guest stars on the premiere program.

Pop impresario Brian Epstein will introduce Gerry and the Pacemakers, a vocal and instrumental group, for the first "Hullabaloo, London" segment, which will be a regular weekly feature on the program. The youthful group stars Gerry Marsden of Liverpool, England, who sings and plays lead guitar. He is accompanied by an instrumental trio. Gerry will sing his latest recording hit, "I'll Be There" on the program.

Jocelyne is a 14-year-old French singer whom "Hullabaloo" producer Gary Smith describes as a "cross between Edith Piaf and Brenda Lee."

Steve Binder will direct "Hullabaloo," which will originate in NBC-TV's Peacock Studio in New York.

## NBC-TV PROGRAM HIGHLIGHT JAN. 12

HULLABALOO -- Jack Jones will be host, and Woody Allen, the New Christy Minstrels, Joey Heatherton, the Zombies and Jocelyne will be guests on the premiere of the new musical series for young people. Impresario Brian Epstein will introduce Gerry and the Pacemakers for the "Hullabaloo, London" segment. (Color.)

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# NBC NEWS

2-X-H

BROADCASTING'S LARGEST NEWS ORGANIZATION

NBC NEWS' FOREIGN CORRESPONDENTS TO COVER 80,000 MILES FROM DISTANT  
POINTS TO NEW YORK--AND RETURN--FOR "PROJECTION '65"

TELECAST AND COAST-TO-COAST SPEAKING TOUR

NBC News' foreign correspondents will travel nearly 8,000 miles next month when they cross the country on a 10-city coast-to-coast speaking tour.

But this will be the short leg of their journey. Together, their round-trip mileage between their assigned countries and New York will total almost 80,000 miles.

The eight correspondents, who will also participate on NBC-TV's "Projection '65" colorcast Tuesday, Dec. 29 (10-11 p.m. EST), will tour the country for two weeks starting Jan. 4 to speak before prominent groups in Pittsburgh, San Francisco, Los Angeles, Fort Worth, St. Louis, New York, Philadelphia, Washington, D. C., Chicago and Boston.

The longest trip will be made by James Robinson, who covers Southeast Asia. His round-trip mileage between New York and Hong Kong totals just over 16,000 miles. Dean Brelis' travels to and from Beirut will make him a close second with just over 13,500 miles to his credit.

Tom Streithorst will cover 9,800 miles traveling between Rio de Janeiro and New York. Rome correspondent Irving R. Levine and Bonn correspondent Welles Hangen will travel 8,500 miles and 8,000 miles, respectively. Bernard Frizell and Frank Bourgholtzer will both be coming from Paris, a round-trip of 7,200 miles each. The shortest trip of all will be made by Joseph C. Harsch, who is stationed in

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA NEW YORK, N. Y. 10020  
London. He will travel just under 7,000 miles.

-----o-----

NBC-New York, 12/28/64





# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 28, 1964

CORRECTION, PLEASE, FOR "WHO'S WHO IN NBC NEWS"

Please substitute the following under "Sunday" on page 12 of "Who's Who in NBC News," released Dec. 21, 1964:

Frank Blair	Host
Craig Fisher	Producer
John Lord	Associate Producer
Lynwood King	Director
Bill Bales	Writer
Bob Allison	Writer

-----O-----



December 29, 1964

COLGATE-PALMOLIVE BUYS INTO 8 PRIME-TIME NBC-TV SHOWS

The Colgate-Palmolive Co. has purchased sponsorship in eight prime-time NBC-TV programs for 1965, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "The Man from U.N.C.L.E.," "The Alfred Hitchcock Hour," "The Andy Williams Show," "The Jonathan Winters Show," "Hullabaloo," "Wednesday Night at the Movies," "Flipper" and "Saturday Night at the Movies."

The order was placed through Norman, Craig & Kummel Inc.

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December 29, 1964

5 ADVERTISERS BUY SPONSORSHIP IN 'HULLABALOO'

Five advertisers have purchased sponsorship in the new NBC-TV color series, "Hullabaloo," it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

"Hullabaloo," a full-hour musical variety show designed for young adults, premieres Tuesday, Jan. 12 (8:30-9:30 p.m. EST).

The sponsors (and their agencies) are: Colgate-Palmolive Co. (Norman, Craig & Kummel Inc.), Beecham Products Inc. (Kenyon & Eckhardt Inc.), Plough Inc. (Lake-Spiro-Shurman Co.), Sunbeam Corp. (Foote, Cone & Belding Inc.), and Caryl Richards Inc. (Hockaday Associates).

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NBC COLOR TELEVISION NEWS



December 29, 1964

KAYE BALLARD, JONATHAN MILLER, SLIM PICKENS AND CARMEN McRAE  
IN "SATURDAY NIGHT 'TONIGHT SHOW'," STARTING REPEAT  
SERIES OF OUTSTANDING 'TONIGHT' TELECASTS

"The Saturday Night 'Tonight Show'," repeats of the most  
amusing, interesting and stimulating programs from NBC-TV's "Tonight  
Show Starring Johnny Carson" will be presented for the first time  
Saturday, Jan. 9 (11:15 p.m.-1 a.m. EST in color).

The first of the weekly series will be a program starring  
comedienne Kaye Ballard, English humorist Jonathan Miller, character  
actor Slim Pickens, singer Carmen McRae and animal trainer Alberta  
Messick, owner of a "talking dog." The program was presented  
originally Jan. 15, 1964.

Carmen McRae sings "Blue Moon" and "You Don't Know What Love  
Is," accompanied by Skitch Henderson and the NBC Orchestra.

-----O-----



NBC COLOR TELEVISION NEWS



December 29, 1964

DELETIONS FOR NBC-TV NETWORK JANUARY COLORCAST SCHEDULE

The following programs will be pre-empted:

Monday, Jan. 4

9-10 p.m. -- "The Andy Williams Show."

Wednesday, Jan. 20

10:30-10:55 a.m. -- "What's This Song?"

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson."

Saturday, Jan. 23

8:30-9 p.m. -- "The Famous Adventures of Mr. Magoo."





## NBC RADIO NETWORK NEWS

December 29, 1964

### NBC'S MARION STEPHENSON TO ADDRESS PHILADELPHIA ADVERTISING WOMEN

Marion Stephenson, Vice President, Administration, NBC Radio Network, will address the Philadelphia Club of Advertising Women Tuesday, Jan. 12 at the Poor Richard Club in Philadelphia. Miss Stephenson's address, titled "What Am I Working For," deals with executive opportunities for women with ability and ambition.

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NBC COLOR TELEVISION NEWS



"MISS QUINCY," WEATHER GIRL, WILL RIDE CITY'S FLOAT  
IN TOURNAMENT OF ROSES PARADE JAN. 1

Patricia Ann Henthorn, weather girl for NBC-TV affiliate WGEM-TV in Quincy, Ill., is hoping she will be able to report a warm, sunny day in Pasadena, Calif., for New Year's Day.

Patricia, who is majoring in elementary education at Culver-Stockton College in Canton, Mo., while performing on WGEM-TV, is a beauty, and holds the title of Miss Quincy.

Recently she entered another beauty contest -- the Quincy Rose Bowl Queen contest -- and won that, too. Patricia's main prize for winning is an all-expense-paid trip to California, where she will ride on Quincy's float entry in the 76th annual Tournament of Roses Parade (which will be colorcast live by NBC-TV Friday, Jan. 1 (11:30 a.m. to 1:45 p.m. EST). The float, titled "Quincy, All-American City," is long, and features a large likeness of the State of Illinois resting against a huge cluster of yellow roses. A blue star indicates Quincy's geographical location within the state. A path of red roses leads from the "map" to a 16-feet-long replica of an old-time Mississippi paddle-wheeler churning up a "wake" of white flowers.

Quincy Mayor Wes Olson, said the float entry is one of many ways in which Quincy is celebrating its 125th anniversary. He and his wife will accompany Patricia to Pasadena for the Parade.

"I wish I could determine the weather," said Patricia,  
"instead of just reporting it. Then it would be a nice day for sure."  
-----o----- NBC-New York, 12/29/64



December 30, 1964

CARYL RICHARDS, IN ITS FIRST SPONSORSHIP BUY ON NBC-TV,  
WILL ADVERTISE IN SEVEN PRIME-TIME PROGRAMS

Caryl Richards Inc., in its first sponsorship purchase on NBC-TV, will advertise on seven prime-time programs during 1965, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "Karen," "The Andy Williams Show," "The Jonathan Winters Show," "That Was the Week That Was," "Hullabaloo," "The Jack Paar Program" and "Saturday Night at the Movies."

The Caryl Richards Inc. order was placed through Hockaday Associates.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 30, 1964

PRESIDENT JOHNSON'S STATE OF THE UNION ADDRESS  
WILL BE BROADCAST LIVE BY NBC-TV AND RADIO

NBC Radio and Television will broadcast live President Johnson's State of the Union address Monday, Jan. 4, beginning at 9 p.m. EST.

After the speech, NBC Radio will present a special news report of summary and analysis by NBC News correspondents Robert McCormick, Robert Abernethy and Richard Valeriani.

NBC Television, as previously announced, also will present a special news program, with correspondent John Chancellor as anchor man. This program, featuring reports from NBC News correspondents in Washington and overseas, will continue until 10 p.m. EST. It will be sponsored by the Gulf Oil Corporation.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 30, 1964

## NBC NEWS SPECIAL PROGRAM JAN. 4 WILL SUMMARIZE HIGHLIGHTS OF OPENING SESSION OF CONGRESS

NBC News will present a special program Monday, Jan. 4 live from Washington on NBC-TV (4:30-5 p.m. EST) summarizing the highlights of the opening session of the 89th Congress.

NBC News correspondent Ray Scherer will be anchor man, and Robert Abernethy will report from Capitol Hill. Reports will include three areas of conflict expected to develop in connection with the opening of Congress -- the struggle for House Republican leadership control between Representatives Gerald Ford of Michigan and Charles A. Halleck of Indiana, the contest for the post of Senate majority whip left vacant by the election of Hubert Humphrey to the Vice Presidency; and the challenge of the Freedom Democratic Party of Mississippi on the seating of Mississippi's Congressional delegation.

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# NBC SPORTS

A DEPARTMENT OF NBC NEWS

December 30, 1964

NBC-TV WILL USE NEW 'INSTANT SPOTLIGHT COLOR CAMERA' TECHNIQUE  
FOR FIRST TIME IN COVERAGE OF ROSE BOWL AND ORANGE BOWL GAMES

A new "instant spotlight color camera" technique will be used for the first time in NBC-TV's coverage of the Orange Bowl and Rose Bowl football games on New Year's Day, it was announced today by Carl Lindemann Jr., Vice President, NBC Sports.

The technique, which permits an immediate tape replay of significant action, will provide viewers with a greater insight to the important plays during the game, Mr. Lindemann said. It will be the first time the technique has been applied with color cameras, he added.

NBC-TV's precedent-setting triple header grid colorcasts Friday, Jan. 1 will begin with the Sugar Bowl (Syracuse vs. L.S.U.) at 1:45 p.m. EST; continue with the Rose Bowl (Michigan vs. Oregon State) at 4:45 p.m. EST; and wind up with the Orange Bowl (Alabama vs. Texas) at 7:45 p.m. EST.

To permit color coverage of the three bowl classics and the Rose parade in Pasadena and the Orange parade in Miami, NBC Sports has assigned more than 100 of its personnel and a record total of 30 color cameras. Mr. Lindemann said this will be the largest concentration of color cameras ever assigned to a specific project.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 30, 1964

NBC GUIDE TO 1965 PRESIDENTIAL INAUGURATION

DISTRIBUTED TO 100,000 HIGH SCHOOL TEACHERS

To familiarize students with the significance, background and the history of American Presidential Inaugurations, NBC has distributed to 100,000 teachers in 30,000 high schools a special issue of the NBC Teacher's Guide, titled "The 1965 Inauguration."

The Guide is intended for use by teachers as an aid in classroom discussion on the meaning of the American Presidency. NBC Guides will reach every high school in the United States, encompassing a total of more than 10,000,000 students. They are directed to teachers in the language arts and social studies.

To implement classroom discussion, the Guides offer teaching suggestions and questions on the history of the Presidency, as well as activities planned to sharpen students' responses as they view the Inauguration on television. Another objective is to inspire students to engage, after the broadcasts, in further research of their own on American history.

The NBC Teacher's Guide is edited by Gloria Kirschner, under supervision of Edward Stanley, NBC Director of Public Affairs. Similar Guides are prepared for the NBC programs "Exploring" and "Profiles in Courage."

NBC News' complete coverage of the Inauguration Wednesday, Jan. 20 will be followed by students in high schools throughout the country.

Sponsor of the Inauguration coverage is Eastern Air Lines.  
PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA NEW YORK, N. Y. 10020



# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

CREDITS FOR NBC NEWS SPECIAL JAN. 5

"NBC WHITE PAPER: THE DECISION TO DROP THE BOMB"

Program: "NBC News White Paper: The Decision to Drop the Bomb"

Time: NBC-TV Network, Tuesday, Jan. 5  
(8:30-10 p.m. EST).

Narrator: Chet Huntley

Format: Special NBC News documentary revealing the behind-the-scenes activities by American, British and Japanese leaders that resulted in the first wartime use of the atomic bomb.

Produced by Fred Freed

Written by Fred Freed

Directed by Len Giovannitti and Fred Freed

Associate producer: Len Giovannitti

Film editors: John Teeple, Robert Garland and Ken Bauer

Chief researcher: Morris Calden

Researcher: Joan Cummings

Cameramen: Joseph Vadala, Leroy Anderson and Gerald Yarus

Consultant: Herbert Feis

Special Consultants: Michael Amrine and Gar Alperovitz

Special correspondent: John Rich, NBC News, Tokyo

Production supervisor: Bill Quinn

Unit manager: John Padovano

Translator: Sho Onodera

Executive Producer: Irving Gitlin

NBC Press Representative: Jerry Beigel (New York)  
-----o----- NBC-New York, 12/30/64





# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 30, 1964

## TEST YOURSELF

### NBC News Compiles Unusual and Little-Known Facts About Inaugurations of American Presidents

Unusual and little-known facts about the inaugurations of American Presidents since George Washington took office in 1789 have been compiled by NBC News, which is now planning TV and radio coverage of the inauguration of President Johnson on Jan. 20.

To test your knowledge of this area of American history, it might be interesting to discover how many of the following questions you can answer:

1. Which President made the shortest inaugural address, and what was its length?
2. Who was the first President to take the oath of office outdoors in Washington, D. C.?
3. Who was the first bachelor President to be inaugurated?
4. Whose inauguration was the first to be recorded on motion picture film?
5. Who was the youngest President to be inaugurated? His age?
6. Which President dispensed with the traditional Inaugural Ball as "too frivolous?"
7. Who was the only President to be given the oath of office by his father?
8. Which President issued a mandate that made homburg hats an inaugural "must" in place of the traditional black top hats?



## 2 - Test Yourself

9. Which President's inauguration was the first to be colorcast?
10. Who was the first President to wear a beard?

\* \* \*

### ANSWERS TO 'TEST YOURSELF' INAUGURATION QUESTIONS

1. George Washington. 135 words.
2. James Monroe. 1817.
3. James Buchanan. 1857.
4. William McKinley. 1897.
5. Theodore Roosevelt. 1901. Age: 42 years, 322 days.
6. Woodrow Wilson. March 4, 1913.
7. Calvin Coolidge. 1923.
8. Dwight D. Eisenhower. 1957.
9. John F. Kennedy. 1961. By NBC News.
10. Abraham Lincoln. 1861.

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NBC-New York, 12/30/64





PROGRAM DEVELOPMENT UNMATCHED IN TV HISTORY

31 New NBC-TV Series Now in Active Development

For 1965-66, Mort Werner Announces

FOR RELEASE MONDAY, JAN. 4

Thirty-one new series -- the largest array ever assembled by any network for a year-ahead schedule -- are in active development for the 1965-66 season on NBC-TV, it was announced today by Mort Werner, Vice President, Programs.

Ranging from comedy and drama filmed in New York, Hollywood and overseas, to new forms of lavish, live-on-tape musical variety, the series represent a program development commitment unmatched in television history. Twenty-five pilot films have already been completed.

"NBC now finds itself in a uniquely advantageous position," Mr. Werner said. "Quite apart from the consistently high quality of the programs themselves, the real breakthrough has come from advance planning. With the wealth of fine programs already in our hands -- more than eight months before premiere date -- we now have the luxury of time. Next year's schedule will be a combination of the strongest holdovers of this season, plus the cream of our 31 series now in development."

NBC's current operation, Mr. Werner forecasts, will set the industry pattern for the future. "Having an inventory of completed programs on hand," he said, "means that, first, we can pick from the 'best of the best.' Second, once having made our selections, we have

(more)



the lead time to work closely with producers in turning out the very finest possible programs for broadcast next Fall."

The 31 programs in development for next season's schedule on NBC-TV include "The Dean Martin Show," a full-hour color extravaganza featuring America's top entertainers as guest stars; and "I Spy," the Sheldon Leonard production, filmed on location around the world and starring Robert Culp and Bill Cosby. Other series in development will be announced shortly.

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NBC-New York, 12/31/64



# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 31, 1964

## NBC NEWS PLANS COMPLETE COVERAGE OF JOHNSON INAUGURATION WITH RECORD STAFF AND TECHNICAL FACILITIES

### 3-Hour "Today" Show to Offer Pre-Inaugural Features

NBC News' complete coverage of the Inauguration of President Johnson Wednesday, Jan. 20, with the largest staff of veteran reporters and technical facilities ever assembled for this traditional event, will begin at 10 a.m. EST. This coverage will be preceded by the "Today" show, which will be expanded to three full hours (7-10 a.m. EST) and devoted entirely to pre-Inauguration features and interviews.

Chet Huntley and David Brinkley, NBC News' noted anchor team, will be stationed at the Capitol to cover the swearing-in ceremonies, and later at Lafayette Park, from which point the Presidential review of the Inauguration Parade will be telecast in color. This segment of the program, expected to cover a period of from two-and-a-half to three hours, will mark the second time that NBC News has brought the added dimension of color to an Inauguration. The first time was in 1961, at the Inauguration of President Kennedy.

For the expanded "Today" show, Hugh Downs, Jack Lescoulie, and Barbara Walters will be stationed outside the Capitol, while Frank Blair will be in New York. The program will include interviews with Alfred Dale Miller, chairman of the 1965 Inauguration Committee, and with Congressional leaders. Other features will be pickups of parade units and bands, historical films and timely news coverage.

(more)





2 - NBC News' Coverage of Inauguration

As previously announced, "Inauguration '65," a review of the outstanding events and ceremonies of Inauguration Day, will be presented by NBC News, with correspondent Frank McGee, Jan. 20 (7:30-8 p.m. EST). The special broadcast will climax NBC News' coverage of the day's Inauguration activities, except for the Inaugural Ball, which, as announced, will be broadcast from 11:15 p.m. EST to 1 a.m. EST.

NBC Radio's coverage of the Inauguration, with Russ Ward as anchorman, will begin at 10 a.m. EST, Jan. 20. NBC Radio broadcasts of the Inaugural Ball, as announced, are scheduled for 11 p.m. to 12 midnight, EST, with NBC News correspondent Robert McCormick as anchor-man.

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NBC-New York, 12/31/64



## NBC TRADE NEWS

December 31, 1964

### 4 ADVERTISERS JOIN SPONSORSHIP LIST OF 'HULLABALOO'

Four advertisers have been added to the sponsorship list of the new NBC-TV color program, "Hullabaloo," which premieres Tuesday, Jan. 12 (8:30-9:30 p.m. EST), it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The new advertisers (and their agencies) are: Chesebrough-Pond's Inc. (William Esty Co. Inc.); Bristol-Myers Co. (Grey Adv. Inc.); The Coca-Cola Company (McCann-Erickson Inc.); and The Procter & Gamble CO. (Grey Adv. Inc.).

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## NBC TRADE NEWS

December 31, 1964

### GENERAL MILLS MAKES EXTENSIVE PURCHASE IN 'FLIPPER'

General Mills Inc. has made an extensive sponsorship purchase in the "Flipper" color series on NBC-TV for 1965, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The General Mills order was placed through Dancer-Fitzgerald-Sample Inc.

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## NBC TRADE NEWS

December 31, 1964

### AMERICAN HOME PRODUCTS BUYS INTO 5 PRIME-TIME NBC-TV SHOWS

American Home Products Corp. has purchased sponsorship in five prime-time NBC-TV programs for 1965, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "The Alfred Hitchcock Hour," "Daniel Boone," "International Showtime," "Flipper" and "Saturday Night at the Movies."

The American Home Products Corp. order was placed through Ted Bates & Co. Inc.

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## NBC COLOR TELEVISION NEWS

FOR RELEASE MONDAY, JAN. 4

LORNE GREENE AND ANGIE DICKINSON WILL HEAD GUEST ROSTER  
FOR "SNEAK PREVIEW" OF "ALLAN SHERMAN'S FUNNYLAND"

Beauty, brawn and buffoonery will take over when Lorne Greene, Angie Dickinson and Jack Gilford are guests on NBC-TV's "Allan Sherman's Funnyland" to be colorcast Monday, Jan. 18 (9-10 p.m. EST). The Ray Charles Singers also will be featured.

Allan Sherman will star in this full-hour program, the NBC-TV Network's second "sneak preview special" of the 1964-65 season. The comedian, who says his singing voice sounds like "a strangling mynah bird," also will serve as executive producer and will supervise the preparation of the script.

Greene, star of NBC-TV's top-rated "Bonanza" color series, is currently in his sixth season as the tall, vigorous patriarch of the Cartwright clan. A versatile performer, Greene was a radio star in his native Canada, has leading film roles in "The Silver Chalice" and "Tight Spot," participated in the Shakespeare Festival at Stratford, Conn., and starred with Katharine Cornell in "The Prescott Proposals" on Broadway.

The lithe and beautiful Miss Dickinson has demonstrated talent for both comedy and dramatic roles in motion pictures. She played opposite John Wayne in "Rio Bravo," starred with Frank Sinatra in "Oceans 11" and had the title role in "The Sins of Rachel Cade." She also starred in "Captain Newman, M.D.," "Rome Adventure" and "Jessica."

(more)





2 - "Allan Sherman's Funnyland"

Jack Gilford has scored triumphs with his comedy and dramatic portrayals on Broadway, in TV and even at the Metropolitan Opera House. He has appeared in such Broadway hits as "The Diary of Anne Frank," "A Funny Thing Happened on the Way to the Forum," "The Tenth Man" and "Romanoff and Juliet." For several seasons he played the comedy pantomime role of the jailer in the "Met" production of "Die Fledermaus."

This TV program will be produced by Roger Gimbel and directed by Greg Garrison. Ray Charles will be choral director and Lou Busch musical director.

"Allan Sherman's Funnyland" is envisioned as a possible half-hour series for the 1965-66 season. It will originate from the NBC Studios in Burbank, Calif.

This season's first "sneak preview special" was the highly-acclaimed "NBC Follies of 1965," which starred Steve Lawrence.

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NBC-New York, 12/31/64



## NBC TRADE NEWS

December 31, 1964

FULL SPONSORSHIP OF NBC-TV'S COVERAGE OF INAUGURATION BALL  
IS PURCHASED BY CLAIROL INC.

Full sponsorship of NBC-TV's coverage of the Inauguration Ball was purchased by Clairol Inc., it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

NBC-TV's entire coverage of the Inauguration events on Jan. 20 is completely sold. Eastern Air Lines purchased sponsorship of NBC-TV coverage of the ceremonies, plus a special 30-minute nighttime summary of the day's highlights, as previously announced.

NBC-TV's coverage of the Inauguration Ball will begin at 11:15 p.m. and conclude at 1 a.m.

The Clairol order was placed through Foote, Cone & Belding.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

December 31, 1964

## 'THE COMPLETE RUN OF THE PLACE'--THE U.S. CAPITOL

"We had the place to ourselves at night -- we and the cleaning personnel and a skeleton protection force," says Tom Priestley, who directed on-location the full-hour NBC News color television special, "The Capitol: Chronicle of Freedom."

The program, a Lou Hazam production, will be telecast Tuesday, Jan. 12 (10-11 p.m. EST), spotlighting the United States Capitol as a monument to freedom, a symbol of democratic government and a national art treasure. It marks the first time in history that motion picture or TV cameras were ever allowed inside the walls of the Chamber of the U. S. Senate.

Virtually all of the program was filmed at night, according to Priestley, because the Senate was in daily session and the public tours regularly stream through the building from 9 a.m. to 5 p.m. "One of the working conditions set for us was that we could not clutter up the hallways with our lights and cables, with all those people walking through," Priestley says. "We had to wait until the Senate adjourned for the day -- and sometimes they went on until 8 or 9 p.m. -- before we could move in with all our gear."

As a result, Priestley and his camera crew worked through the night until at least 2 a.m. sometimes until 6 a.m. Logistically, the big task was the building of 80-foot-high scaffolding in the Rotunda -- built every evening and dismantled every morning. Also, the crew had yards and yards of cable run up from the cellar to the roof, across the building, and down the other side.

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA NEW YORK, N.Y. 10020

(more)



"At first the authorities were reluctant to have us go in any place at all," Priestley says, "but when they saw how carefully we were working they left us alone and we had the complete run of the place."

In addition to the previously restricted Senate Chamber and the Rotunda, the NBC crew filmed the House Chamber, the old Supreme Court Chamber, the Brumidi Corridor, the Statuary Hall and other locations that evoke the story of the United States as a nation.

Hazam first began talking about doing a TV show in the Capitol back in 1949, but other tasks interfered. It took him six months to get permission to do the program, working through the Senate Rules Committee, Speaker of the House John McCormack and George Stewart, architect of the Capitol.

Priestley has been associated with Hazam as a director for the past three years. Among the Hazam productions he directed are "Orient Express," "Polaris Submarine: Journal of an Undersea Voyage," "American Spectacle" and, as co-director, "U.S. #1: American Profile." He was director of photography for "The Louvre," produced by Lucy Jarvis.

Raymond Massey will be off-camera narrator for "The Capitol: Chronicle of Freedom." Eddy Manson composed and conducted the original orchestral score.

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NBC-New York, 12/31/64





